

The Great Reno BALLOON RACE

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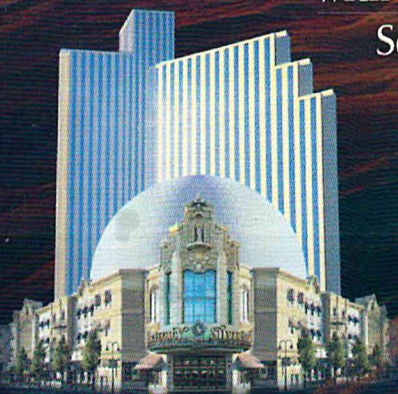
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Welcome.

The 2003 Great Reno Balloon Race returns this year to Rancho San Rafael Regional Park for its 22nd anniversary. As president of this year's event, I'd like to thank you for joining us and for helping us celebrate the freedom and enjoyment of flight. While you stand amongst the balloons, please take a moment to enjoy the beauty that this colorful event brings to the blue skies of the Truckee Meadows every year.

A special thanks goes out to all of our sponsors, many of them local businesses, who have returned this year to assist us in keeping this non-profit event free to the community and its visitors. Each year our sponsors continue to keep this event alive and we owe them our gratitude for doing so. To know that they believe their sponsorship is an investment in their business and in their community is important. Please patronize the businesses that you see here today participating in the event – and tell them you saw them at the Balloon Race!

In return, the Great Reno Balloon Race Board of Directors maintains a high level of commitment to its community. Each year we look forward to working with such non-profit groups as the Boy Scouts, the Girl Scouts, Washoe County Search & Rescue, the Reno Hasty Team, and the Explorers Post, to only name a few. In exchange for their service, these groups are given a contribution from the Great Reno Balloon Race for their efforts in making the event a success. We couldn't do it without them. In addition, we have been able to continue the Tissue Paper Balloon Launch each year, providing children in the Washoe County School District an educational opportunity to learn the art of hot air ballooning through art and science.

So thank you to each and every one of you, including our wonderful pilots, who make this event a reality. We owe it all to you!

Enjoy the show and we hope to see you in 2004!

Amy Bennett
President

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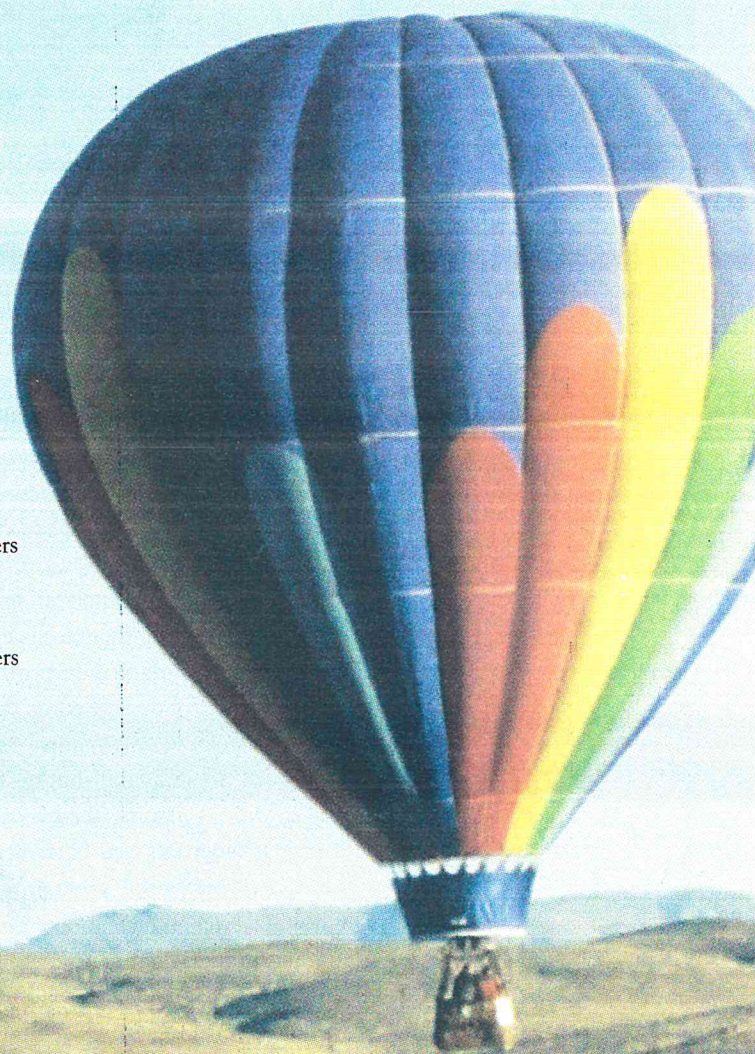
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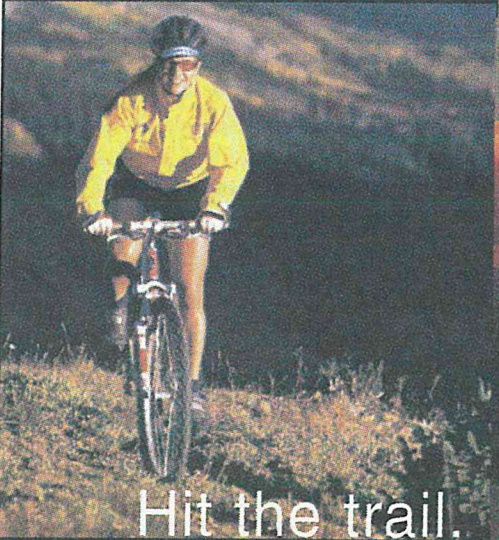
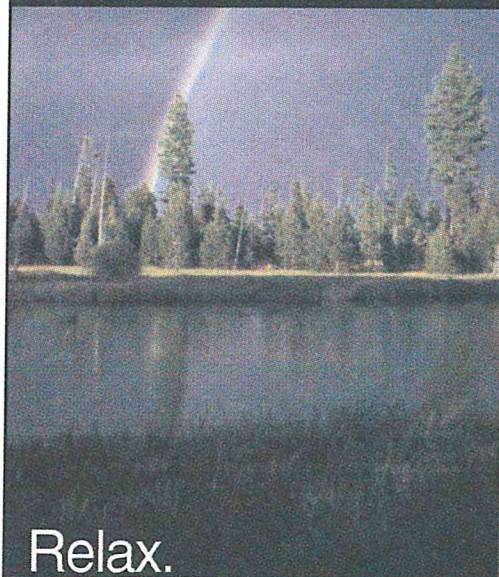


You were up at 3am, caught the Glow Show, The Dawn Patrol,
The Mass Ascension and enjoyed a beautiful day in the park.

It's only 10 am.

Now what?

FIND OUT WHAT'S GOING ON IN THE RENO/TAHOE AREA



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E Schedule of EVENTS

Friday, September 5

- 5:30 a.m. Gates Open to Rancho San Rafael Park
- 6:30 a.m. Mass Ascension of over 100 balloons
- 6:45 a.m. Hare & Hound competition begins
- 7:00 a.m. Community Launch/ Fly in Task begins
- 9:30 a.m. Tissue Paper Balloon Launch
- 10:00 a.m. Hare & Hound and Community Launch competitions end

5:30 a.m.- 11:00 a.m.
Activity and shopping

7:00 a.m.- 3:00 p.m.
Wilbur D. May Open House &
5th Annual Sierra Watercolor
Society Show and Sale*

Saturday, September 6

- 4:30 a.m. Gates Open to Rancho San Rafael Park
- 5:00 a.m. Glow Show
- 5:30 a.m. Dawn Patrol
- 6:30 a.m. Mass Ascension of over 100 balloons
- 6:45 a.m. Hare & Hound competition begins
- 7:00 a.m. Community Launch/ Fly in Task begins
- 9:00 a.m. Balloon Blackjack Tournament
- 10:00 a.m. Hare & Hound and Community Launch competitions end

4:30 a.m.- 11:00 a.m. Activity and shopping

7:00 a.m.- 3:00 p.m. Wilbur D. May Open House &
5th Annual Sierra Watercolor
Society Show and Sale*

Sunday, September 7

- 4:30 a.m. Gates Open to Rancho San Rafael Park
- 5:00 am Glow Show
- 5:30 a.m. Dawn Patrol
- 6:30 a.m. Mass Ascension of over 100 balloons
- 6:45 a.m. Hare & Hound competition begins
- 7:00 a.m. Community Launch/ Fly in Task begins

9:00 a.m. Balloon Blackjack Tournament

10:00 a.m. Hare & Hound and Community Launch competitions end

4:30 a.m.- 11:00 a.m.
Activity and shopping

7:00 a.m.- 3:00 p.m.
Wilbur D. May Open House &
5th Annual Sierra Watercolor
Society Show and Sale*

* The activities with an asterisk are provided by the Washoe County Parks Department. Celebrate the Great Reno Balloon Race with special hours and complimentary admission to the May Museum. Don't miss the newly-remodeled Museum with an updated May Collection, plus the new Museum Gift Store featuring beautiful art objects, jewelry, books, stationery and a special children's section. The Sierra Watercolor Society also returns for their annual exhibit and sale—find balloon paintings, Nevada landscapes and more! Call the May Museum at (775) 785-5961 for more information.



POSTERS CAPTURE THE TRUE ESSENCE OF THE EVENT

Year after year spectators and collectors alike await the unveiling of the official Great Reno Balloon Race posters. Again this year we have created a limited edition poster, as well as an annual commemorative edition poster, each celebrating the event in its own way. While one poster depicts the excitement of the event, the other captures the gracefulness of flight.

International Game Technology (IGT) artist Kevin O'Connor, who resides in Chicago, Ill., painted the image that was used to create this year's limited edition poster. This poster inspires everyone through its captivating imagery of the event amongst the Reno city lights and fiery Nevada sunrise. O'Connor, who started working with IGT about five years ago, began sketching as far back into his childhood as he can remember. His subjects began as children's TV and movie icons. Recently, his work has included conceptual renderings and glass art for IGT's slot machines.

While the limited edition is sure to generate a lot of attraction, the commemorative edition poster by Steven Nichols of Lodi, Calif., offers a glimpse into just how serene the flight of a hot-air balloon can be. Nichols, who comes to Reno annually only to attend the Balloon Race, was the second place winner in the Balloon Race's 2002 Photo Contest.

International Game Technology and its employees have been gracious enough to provide the Great Reno Balloon Race with some extraordinary posters over the years. Thanks is also given to the Official Printer of the Great Reno Balloon Race, A. Carlisle & Co., who printed both posters at no cost

to the event.

The limited edition and commemorative edition posters are available through Eagle Valley Frames in the concession area during the event and at all three store locations. For more details on these posters and ones from past years, please call (775) 828-1202



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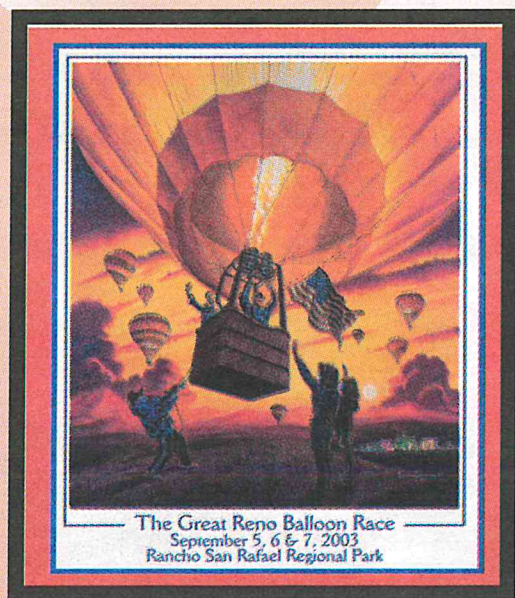
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Balloons? Baffled by

How much do hot-air balloons cost?

As you might expect, hot-air balloons are not cheap. The simplest balloon system costs about \$15,000, but the price can be driven up rather quickly with a customized balloon. Special-shaped balloons can cost between \$50,000 to \$75,000.

What are hot-air balloons made of?

The air bag, or envelope, is constructed of a highly durable rip-stop nylon or polyester fabric coated with polyurethane, which makes it airtight and protects it from the sun's rays. A framework of ropes (nylon wedding) is sewn into the fabric and absorbs most of the tension. The basket is made out of wicker, which is a very flexible and lightweight material that provides good shock absorption—an important factor for safe landings!

How big are the balloons in the Great Reno Balloon Race?

Balloons come in all different sizes, but the standard measurements range from what is called an AX-1 to an AX-10. An AX-7 for example has an air capacity of 77,000 cubic feet and can carry up to two or three passengers. When fully inflated even the smallest balloons at the event stand between 50 to 60 feet from the base to the top.

Why do ballooning and champagne go together?

It is a tradition that dates back to the first balloon flights. When balloons first landed in farmer's fields, the farmers were afraid of these large, strange objects. Pilots started carrying champagne as a sign of amnesty and friendship to calm the farmers.

What makes the balloon take off?

The bag, or envelope, is laid out flat on the ground and cold air is pumped into it. The bottom opening of the balloon is then held open and the air is heated with a propane gas burner until the envelope rises. Crew members hold the basket down until the required temperature is reached (212 degrees). The balloon will then usually rise at this juncture. The colder it is outside, the less heat is needed to make the balloon rise. This is one of the reasons why the Great Reno Balloon Race is held in the mornings.

Is there anything different about Dawn Patrol balloons?

Beside the skill the pilot must have to fly in dark conditions, the only other difference is that navigational lights below their baskets must be flashing.

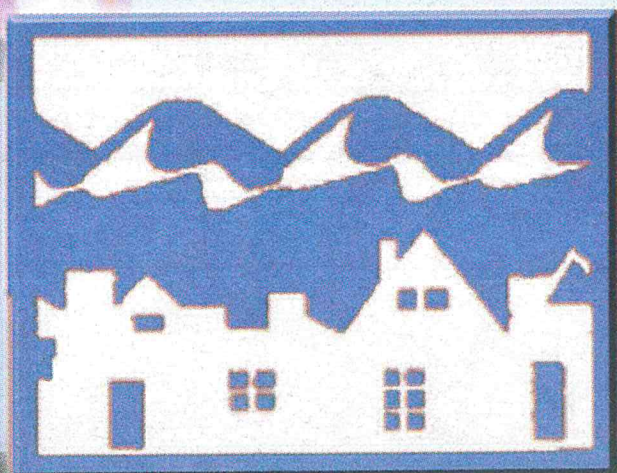
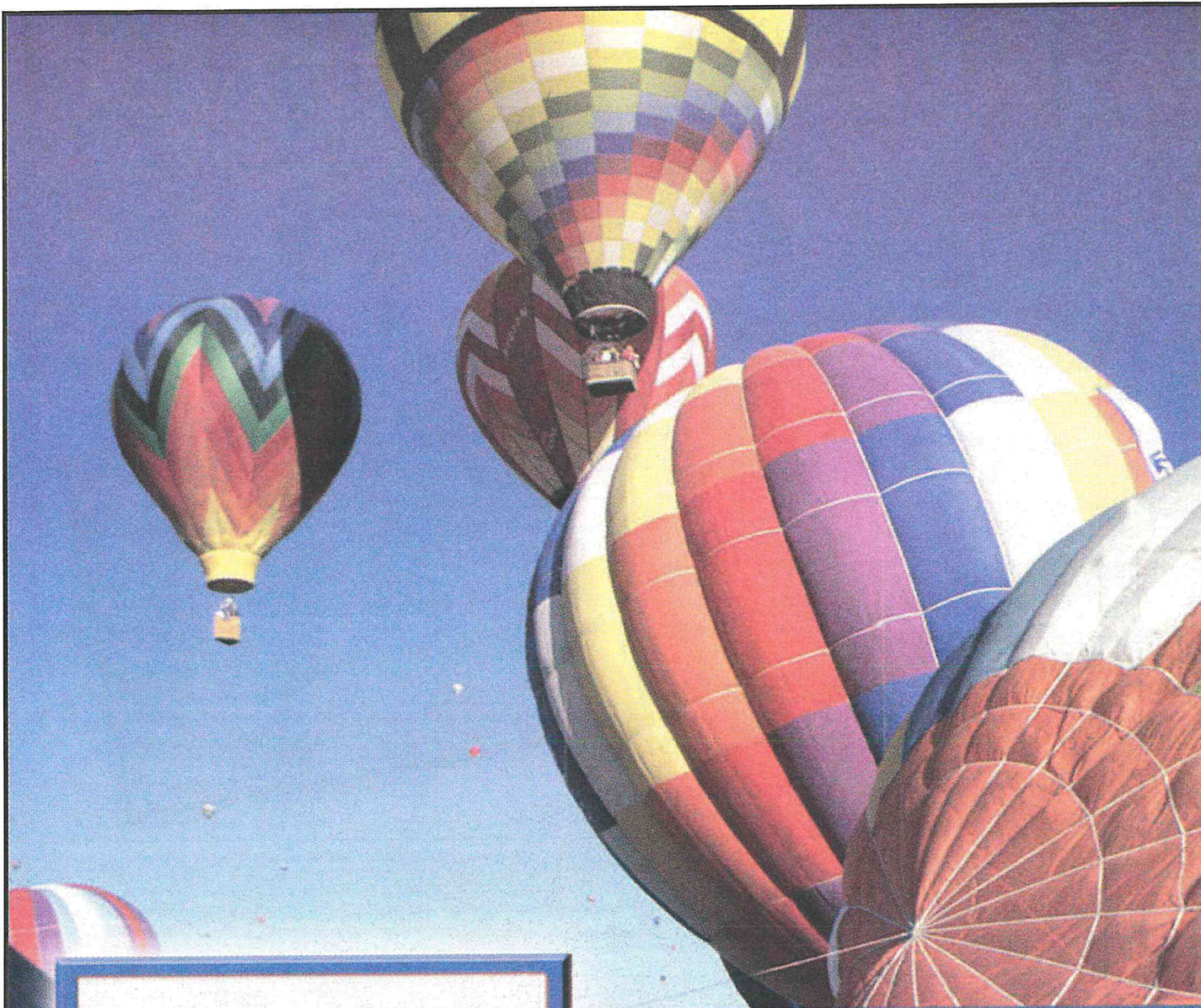
How do I get a ride during the Great Reno Balloon Race?

To be a part of the excitement, become a sponsor. Starting at \$700, individuals and groups can get rides and other perks with their sponsorship, which helps the event stay free of admission charges. Other levels exist for those balloons that you see with banners hanging on the envelope, as well as levels for those with banners you see around the park.

How can I become a volunteer for the Great Reno Balloon Race?

To become a volunteer for the event, you can join the Aeronaut Squadron, the Great Reno Balloon Race's official volunteer group. For more information call (775) 826-1181.





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HELPFUL TIPS FOR SPECTATORS

The view of the many colorful balloons at the launch is better than you can imagine. It is worth the trip to Rancho San Rafael Park. Since you'd be up early anyway, come see Dawn Patrol. It will lift your spirits even if you're not a morning person!

Please leave your pets at home. We love animals and hate to see them spooked by all the people and unpredictable sounds that the balloons make.

Help the pilots out by not stepping on the balloon material and please move if instructed to do so by a pilot, crewmember or launch director.

Be aware of your location so you're not interfering with crew duties.

Do not smoke around the balloons. Beside the obvious flammable properties of propane, cigarette cherries damage balloons. These factors not only create a real danger to the pilots once they are in the air, but it also endangers others who are nearby.

Remember that balloons cannot be steered once they are airborne. Stay aware of all the balloons around you and their direction once airborne.

Use Citifare's Park & Ride Program with pickup points at Meadowood Mall, Reed High School and downtown Reno's Citicenter. For more information call (775) 348-RIDE.

Layer your clothing. Dawn in September can be biting cold, but as the sun rises you will want to shed a layer or two. Also, bring a blanket or sleeping bag to sit on the grass with or cuddle in.

Arrive early.
Trust us when we say parking

will be crowded as early as 5 a.m.

Finally, browse the park! In addition to a beautiful arboretum, there are huge lawn areas to the west of the vendor's line-up that are perfect for laying down a blanket.

Sit back, relax and enjoy the peaceful show!



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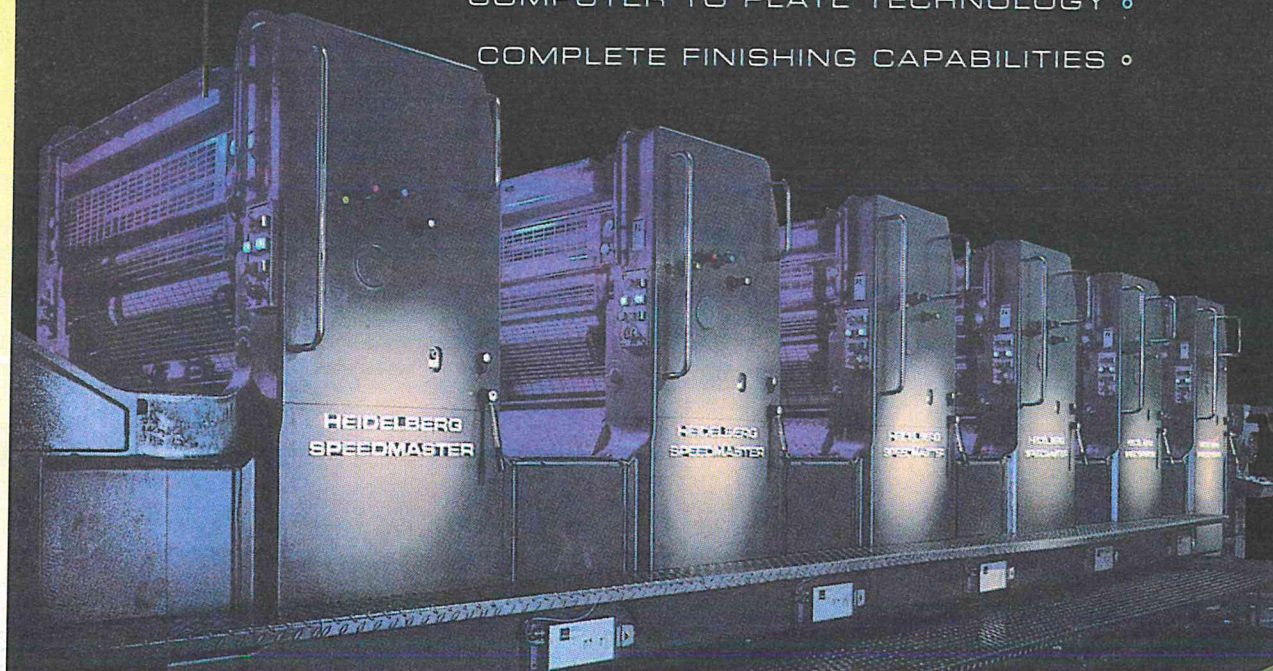
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Just what is a BALLOON RACE?



For many it is hard to imagine a balloon race. After all, balloons are gently floating vehicles with neither a steering wheel nor a propulsion system. The only factor under a hot-air balloonist's control is elevation. It's not propulsion, but it is certainly movement. As pilots ascend or descend into a sea of wind currents that exist in the atmosphere, the balloon takes on different directions. Every morning during the Great Reno Balloon Race, pilots are briefed about wind speeds and directions at various "ceilings" or elevation measurements. Skilled pilots listen to this information and use it as a navigational tool in getting their balloon to where it should go. Skill is the key to a victory and a piece of the \$20,000 prize purse that is shared among the winners of the Hare & Hound and the Fly In Task competitions. As you watch the race, observe how the pilots carefully shift their altitude, seeking directional wind currents.



The Hare & Hound Competition: Hunting Balloon-Style

It takes a bit of imagination to understand where this competition gets its name. Modeled after the English sport of freeing a rabbit, giving it a head-start and then unleashing a pack of canines to hunt it down, the balloon sport is a considerably less dire for the hare. Having two pig-shaped balloons act as the hare is wonderfully representative of how different the two similarly-named sports are.

In the Great Reno Balloon Race's Mass Ascension, the hounds are the 100 or so balloons and the hares are Wells Fargo's flying pigs, Li'l Buck and Miss Penny. The first hare launches before all the other competition balloons. This hare will make its way to an undetermined target area. Approximately 15 minutes later, the second Wells Fargo hare balloon will launch. After landing in a safe area, each hare balloon places a target on the ground for the balloonists to navigate toward. All of the other mass ascension balloons, or hounds, begin the hunt only after each pilot is signaled by the launch officials to begin.

When a hound reaches a target area, the pilot throws a marker as close to the bulls-eye as possible. The closest toss to the center of the target at the end of the day receives the most points for that day. This is the end result of a balloon-style hunt.

The Hare & Hound competition continues in the same manner throughout the event. Each day the pilots accumulate points. After the last day, the pilot with the most accumulative points wins! This is where keen navigational skills come into importance. Wind currents usually change between the time the hares launch and the time the hounds launch. A miscalculation can result in a miss by miles!

The Hare & Hound competition occurs each day of the Balloon Race. Our thanks to Wells Fargo for sponsoring the hares and the Mass Ascension.

Community Launch: Navigational Savvy with the Fly In Task

To an unfamiliar fan, the Great Reno Balloon Race may seem over once all of the balloons leave Rancho San Rafael Park. Take a look behind you and wait: you'll be witness to a skillful display of balloon navigation coming your way!

During the Community Launch, pilots launch their balloons from a one- to two-mile radius around the park. This spot could be a road, a parking lot or even someone's yard (with permission of course). In this competition, which is currently more formally referred to as Fly In Task (FIT), pilots and their crew become interactive with the community. The sight of billowing, colorful giants rising above northwest Reno spreads the excitement of the Balloon Race beyond the boundaries of the park.

Pilots know when to launch by listening to 780 KOH, the official radio station of the Great Reno Balloon Race. Once the Launch Director gives the command to KOH, the radio station notifies the FIT pilots that their competition has begun. Balloonists then begin to skillfully maneuver their way to the pasture of Rancho San Rafael Park where an "X" has been placed on the ground as a target. Community Launch pilots do not have the luxury of examining the flight path of other pilots (as in the Hare & Hound competition). Spectators will be impressed with the skill required to reach the designated point. These balloons approach the park between 7:30 a.m. and 10:00 a.m. each morning and are identifiable in the air by the colored streamers hanging from their baskets. The pilot who tosses his or her marker closest to the target wins the race for that day. The shortest accumulated distance over the three days of the competition wins the overall FIT competition.

So remember, the most impressive flying will be seen by the savvy spectators with patience who wait for the Community Launch.

Balloon Blackjack Tournament: The Biggest Little City's Biggest Card Game

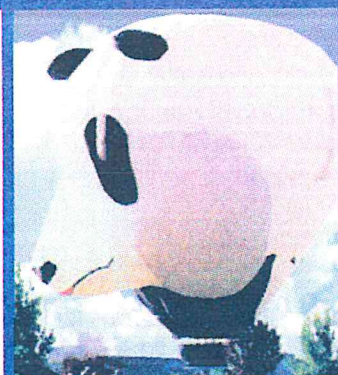
Part of the Reno experience is the thrill of winning big on a Megabucks slot machine or on the green felt of a blackjack table. Gaming continues to be the area's number-one industry and for a fourth year we've implemented a Balloon Blackjack Tournament to get casino-style action airborne during the event. It met popular success in 1999 for both the pilots and sponsors. The prizes awarded last year included complimentary week-ends and meals at many of the area's best casinos.

This tournament is eligible to all pilots and takes place directly after both the Community Launch and Mass Ascension on Saturday and Sunday. Pilots are given two extra beanbags to throw at several giant 4-foot playing cards. The Blackjack competition, played like the real card game, offers additional excitement for the balloonists and pure enjoyment for the spectators.

So, stay around and enjoy one of the Balloon Race's best features. It is sure to be a successful event once again this year... you can bet on it.

Pole Grab: Fly by for Prizes

Like the Balloon Blackjack Tournament, the Pole Grab, known as the Key Grab in the past, is an opportunity for pilots and sponsors to win more prizes. The object of this game is for the pilot to fly by a pole that has a prize suspended from it, and grab the prize using only his/her hands. The Pole Grab is another fun event at the Great Reno Balloon Race giving the pilots and sponsors more opportunities to win exciting prizes!



2003 SPECIAL SHAPES

The loveable **Panda** is a friendly appearance to the event each year with its bright white face and small black ears that stand alert high on top of its head for the first announce of lift off.

The **American Bald Eagle** was taken off the endangered species list recently, giving us all the more reason to celebrate its appearance at the Balloon Race. It will fly the American Flag each day, thanks to the sponsorship of the May Foundation.

Smokey Bear's appearance is a reminder to all of us in this dry climate and area that "only you can prevent forest fires."

Trucks can now fly...or float... when United Van Lines "**Van Balloon**" takes to the air with its friendly driver waving down to all of the spectators below.

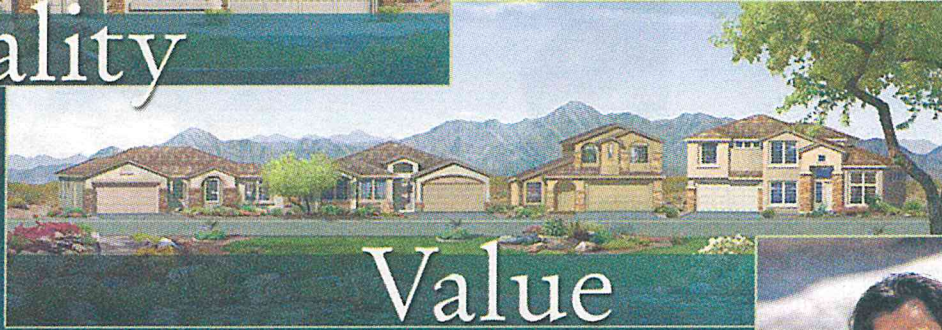
Wells Fargo's **Miss Penny** is a large piggy weighing in at 440 lbs. She stands 80 feet tall and measures 75 feet from nose to tail. Joining Miss Penny is **Li'l Buck**, who weighs in at a hefty 460 lbs. and whose shoelaces are 14 feet long! Both Miss Penny and Li'l Buck receive tons of fan mail each year.

Standing at 166 feet, the **Energizer Bunny** is 15 feet taller than the Statue of Liberty and his ears are as tall as the President's faces on Mount Rushmore.

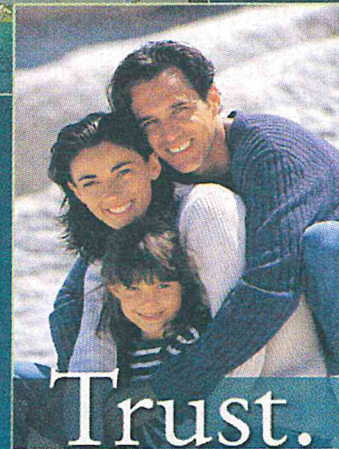
RE/MAX International welcomes four kids, a dog and a cat to their **Soaring Home**. The RE/MAX signs on this balloon are 20 feet tall!

Savannah Jack comes to the Great Reno Balloon Race for the first time this year bringing a smile to every child's face. A jack-in-the-box surrounded by toys, this colorful balloon is a real eye-pleaser to every spectator!

Sushi, a giant goldfish that lives on the North Shore of Lake Tahoe, started swimming the *airwaves* in June 2001. To fill Sushi with Sumo Wrestlers it would take around 3,000, standing very close together. Sushi has a volume of over 90,000 cubic feet, her tail is 36 feet tall and her lips are 13.5 feet wide. Fishermen beware!



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A benefit for COMMUNITY groups

As Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Many would say that a small group of thoughtful citizens is the reason the Great Reno Balloon Race has remained one of the biggest and brightest events in Reno for 22 years. Keeping this event free for the community year after year is no doubt a labor of love. But it also comes with many, many rewards. One of these rewards is creating an environment that other non-profit, community groups can benefit from.

Many aspects of the Balloon Race, including maintenance of the park grounds, traffic control, and selling of our Official Programs requires the assistance of benevolent volunteers. The Balloon Race Board of Directors is strongly dedicated to giving other non-profit groups the opportunity to develop programs in conjunction with this three-day event. For other community organizations to develop their own fund-raisers during the event has taken place without any profit to the Race itself.

Washoe County Search and Rescue (WCSR) has been with the Balloon Race since the beginning. The group first volunteered to help with the competition, clearing the target zone of people and traffic. A "safe zone" is needed for scoring and safety reasons. The next duty the eager group took on was traffic and parking assistance. Their duties were expanded about 13 years ago to include security at night. In addition, WCSR is the coordinating agency at the Balloon Race for all other groups performing duties such as field security, traffic and parking. WCSR is a volunteer group of men and women who work in conjunction with the sheriff's department in all aspects of search and rescue and offer assistance throughout the community. Special thanks to Brent Muhlenberg, who has coordinated this effort and has served the Balloon Race since the beginning.

Another service provider at the event each year is the Boy Scout Troop #168, who is responsible for the trash and recycling management at the event. Others groups include the Reno Hasty Team, who assists with field security



with WCSR. Parking within the park is managed by Explorers Post #16. These helpful groups are given a contribution from the Great Reno Balloon Race for their efforts to make the event possible and successful year after year.

This year our Official Program is being sold by the Girl Scouts of the Sierra Nevada.

Purchasing an event program this year will provide funds to help support the various outreach programs offered by their council. Specifically, the funds will benefit the Outreach Troops that serve low-income and at-risk neighborhoods in the community as well as the Financial Assistance Fund. Purchase an Official Program and help the Girl Scouts cover the costs of uniforms, handbooks, special trip and event fees, activity supplies and annual membership dues for girls and adult volunteers who participate in these Outreach Programs.

The Kiwanis Club satisfies the early morning hunger of thousands of spectators at its annual Pancake Breakfast fund-raiser. Hard working members of the Reno South Kiwanis Club get up around 3 a.m. to start the grills and

begin the lengthy process of making breakfast for thousands of spectators. For the Kiwanis Club, this is their largest single fund-raising event of the year. The breakfast is served all three days of the event at the Peavine Pavilion at Rancho San Rafael Park from 5 a.m. until 10 a.m.

Never doubt
that a small group
of thoughtful,
committed
citizens can change
the world.

RE/MAX Realty, a long-time sponsor of the Great Reno Balloon Race, has fulfilled the hopes and thrills of children and adults alike for many years with their tethered balloon rides. The rides are available at the east end of the main launch field at Rancho San Rafael Park as soon as the balloons clear the field to participate in the Hare & Hound competition. The \$5 flight proceeds are donated to the Children's Miracle Network. The Network raises funds to support pediatric units in hospitals by supplying equipment specifically for children's needs.

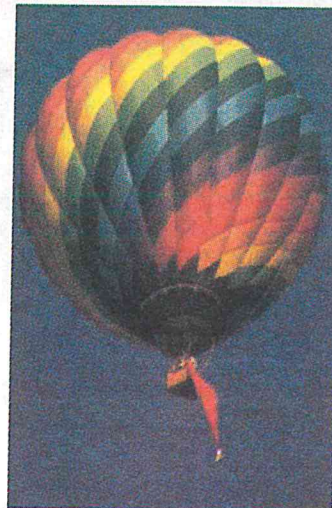
Additional fund-raisers in the park include a satellite parking lot operated by the Reno South Rotary Club, with proceeds contributed to Asthma Camp for children. The University of Nevada, Reno will hold a raffle and High Sierra Industries will be "raising some dough" selling Krispy Kreme doughnuts on Balloon Boulevard.

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Li'l Buck® and Miss Penny®

SAY FAREWELL TO THE GREAT RENO BALLOON RACE



Li'l Buck® is 90 feet tall and 75 feet long from nose to tail. His envelope weighs 460 pounds and he holds 150,000 cubic feet of air.



Miss Penny® is 80 feet tall and 75 feet long from nose to tail. Her envelope weighs 440 pounds and holds 140,000 cubic feet of air.

After almost a decade, Li'l Buck® and Miss Penny® take flight during the Great Reno Balloon Race for the last time at the 22nd annual event. The piggybank balloons have been the Race hares for many years...their curly tails chased by pilots from around the world.

Fun Facts

During all those years of flying, Li'l Buck® and Miss Penny® have made quite an impression on the northern Nevada community. Did you know...

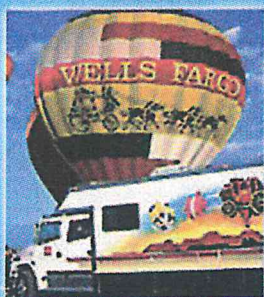
- They have been seen by over 750,000 Balloon Race attendees.
- They have spent approximately 64 hours in the skies over Reno.
- They have given rides to over 120 passengers.
- More than 600 local Wells Fargo team members have acted as their crew.

About Li'l Buck®, Miss Penny®

Although Li'l Buck® and Miss Penny® are both piggybanks, their size varies slightly. Li'l Buck is 90 feet tall and 75 feet long from nose to tail. His envelope weighs 460 pounds and he holds 150,000 cubic feet of air. It takes 10 to 15 people to crew for Li'l Buck®.

Miss Penny® is 80 feet tall and 75 feet long from nose to tail. Her envelope weighs 440 pounds and holds 140,000 cubic feet of air. Even though she's slightly smaller than Li'l Buck®, it still takes 10 to 15 people to crew for Miss Penny®.

Join us next year to see which Wells Fargo balloons will take flight in 2004.



chase vehicles

A fleet of chase vehicles transports Wells Fargo's balloons and crew around the country.

Riding in Style

When the piggybanks travel to a race, they come in one of the Wells Fargo Hot Air Balloon Division's chase vehicles, an "RV-type" truck. During a race, the chase vehicle (full of 10-15 crew members) chases the balloon as it flies and helps it get back in the air after landing.

Pilots and Crew

Li'l Buck® and Miss Penny® are piloted by Wells Fargo Hot Air Balloon Division pilots and crewed by Balloon Division crew chiefs and local bank volunteers. This year, Karl Peterson and Jim Ahern pilot the piggybanks. They are joined by crew chiefs Cindy Yenson and Don Krienitz.

Ballooning Facts

With a crew of three, it takes 1 hour and 45 minutes to put away Li'l Buck. With a crew of 12, the record is 15 minutes.

While putting away the piggybank balloons, a lot of static is generated and many crewmembers experience what is called "pig hair."

Holding Miss Penny's® crown line on a windy day is like water-skiing without water.

Li'l Buck's® shoelaces are 14-feet long and two shoes are always untied.

Wells Fargo looks

forward to

continuing our

legacy of service

and community

support by being

a part of the

2004 Great Reno

Balloon Race.

Stay tuned next

year to see

which Wells Fargo

balloons will

take flight!

balloon pilots



Karl Peterson

Karl Peterson pilots Li'l Buck®. He has been with the Wells Fargo Balloon Division for over 10 years and has been professionally piloting balloons for over 20 years.

Jim Ahern pilots Miss Penny®. He has been with the Wells Fargo Balloon Division for the last 8 years and has been professionally piloting balloons for over 25 years.



Jim Ahern

crew chiefs



Don Krienitz

Don Krienitz is the crew chief for Li'l Buck®. He has been with the balloon division for 17 years, crewing balloons and scheduling events for the last 11 years.

Cindy Yenson is the crew chief for Miss Penny®. She has been a crew chief for the balloon program for over 10 years.



Cindy Yenson

Of Pigs, Hares & Men....

Jim Ahern and Karl Peterson: hares and consummate hot air balloon pilots. They fly Li'l Buck and Miss Penny, our hare balloons. Reno may be the only place where pigs are actually hares. Hare Balloons, that is. And in Reno, there is real truth to the saying: "when pigs fly." Check out our article on the Hare & Hound competition for a detailed explanation.

Karl Peterson, of Albuquerque, N.M., has the enviable job of Vice President-Director of Wells Fargo's Hot Air Ballooning Division—maybe the only title of its kind in corporate America. The banking giant has the largest and most active corporate ballooning fleets in the country, if not the world. It shows the commitment Wells Fargo has to the ballooning venue as a viable marketing tool, and the magic it produces. The company has a total of six hot air balloons: the two piggy bank balloons, a special shaped stagecoach balloon and three regular shaped logo'd balloons.

Life as a corporate balloon pilot sounds fun—if you like traveling. Karl and his team log 60,000 miles per year and they have at least one balloon operating 40-45 weekends out of the year. Karl has been piloting balloons since 1981. In addition, he is an avid adventurer and got into the sport as a hobby. He raced sailboats, and "when it was too calm to sail, it was a great day to go ballooning," he said.

Jim Ahern from Albuquerque, N.M. has been involved in the Great Reno

Balloon Race since 1983. He began as a balloon pilot flying for Budweiser, then in 1989, he served duty as launch director until last year. He and his crew were responsible for the event's competition, safety of the race and the launch of over 100 balloons. Jim is back this year doing what he does best, piloting and entertaining guests for Wells Fargo. Jim is a professional

balloonist, having worked in the corporate balloon world, as well as the commercial ride business since 1978. He lives in Albuquerque with his wife Margo when he is not on the road somewhere with the Wells Fargo balloons.



Pigs really do fly... in Reno.



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SPONSORSHIP BENEFITS AREA YOUTH



Pat Irwin has been to every Great Reno Balloon Race since its inception in 1982. "My dad woke me up when it was still dark outside, and off we went to the very first Balloon Race," he recalls. "It was such an awesome experience, I've been hooked ever since."

Irwin's relationship with the Balloon Race started the next year when he worked on a balloon crew. He later negotiated his way

onto the Nevada Bell team (he now works for SBC Nevada Bell), and eventually he became a balloon pilot. Today, as leader of the Pershing County 4-H Youth Challenge Adventure Team (YCAT), Irwin has teamed up with the Reno Recharge Challengers to become a Family Sponsor of this year's Balloon Race. As a 4-H leader, Irwin is convinced that, when his youth leaders

get involved with the Balloon Race, they learn leadership, teamwork, trust, and the importance of giving something back to their community. Youth from the Reno Recharge Challengers, a youth leadership program offered through the Rapport Institute in Reno, participate for similar reasons.

"Reno Recharge Challengers generously paid for the sponsorship this year," Irwin noted. "That will allow us to conduct a fund-raiser by raffling off our complimentary balloon rides. We will use the proceeds to pay for accommodations for our youth leaders and pilots to attend the race, and if there's any money left over, we'll use it to buy rock climbing equipment for the 4-H Club."

Irwin and his colleagues at YCAT and Reno Recharge Challengers are convinced that they're making a real difference in the lives of these young people, and that the Great Reno Balloon Race plays an important role in their leadership learning experience.

"We're fortunate to see first-hand how these leadership experiences help these kids make good choices in their lives," he concluded.

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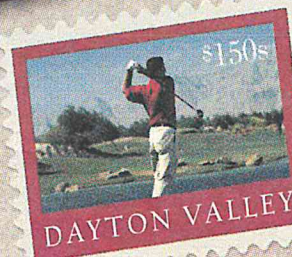
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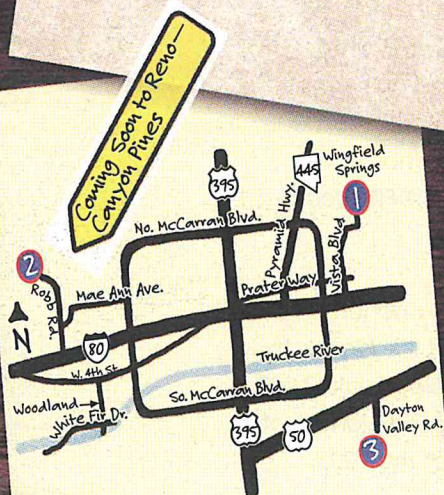


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— Mark Twain, "Roughing It," 1886

Mark Twain may have been roughing it back when he traveled, but passengers aboard Aloha Airlines' flights direct from Reno to Honolulu are treated to comfortable, all-leather seats and free headsets for movies and audio entertainment.

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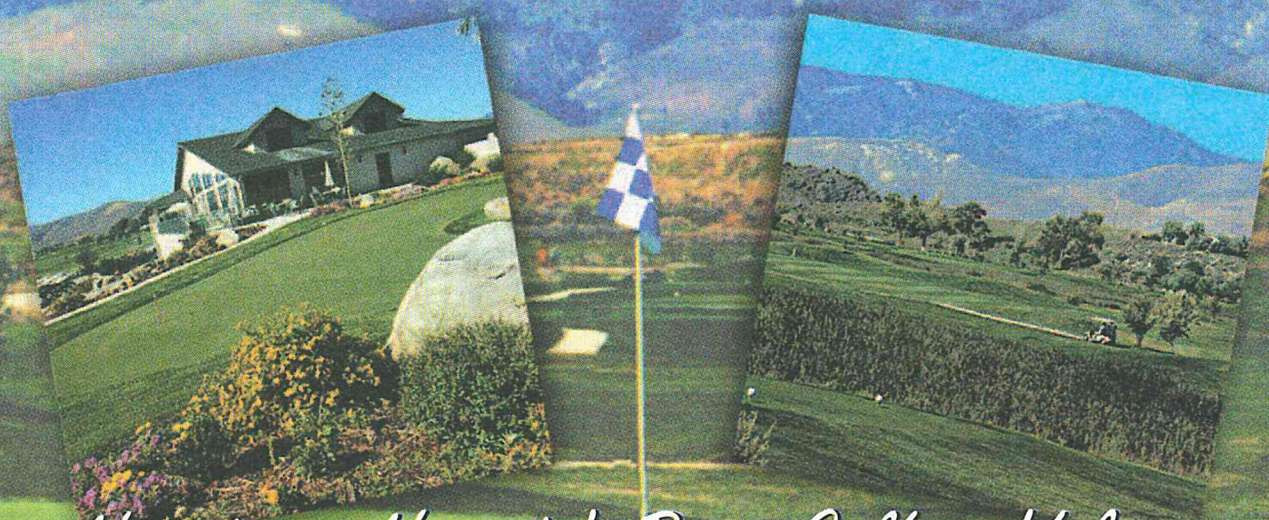
Twain called Hawaii "the loveliest fleet of islands that lies anchored in any ocean," and Aloha strives to bring the Aloha spirit of the Islands to every aspect of their customer service. Up there in the clouds at 40,000 feet, Aloha shares Twain's enthusiasm about the magic and wonder of flying. And that's why Aloha Airlines is a proud sponsor of the 2003 Great Reno Balloon Race.

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Slot machines, or gaming machines as they're called today, hold a storied place in Nevada history and play a prominent role in today's gaming economy. Once a lowly stepchild to casino table games, the gaming machine has become a primary money-maker for the modern casino. It's also become a big business.

International Game Technology (IGT), a billion-dollar company headquartered in Reno, Nev., is the world's leading designer and producer of slot machines and video gaming machines. From the introduction of the first video poker machine in the 1970s to the recent adaptations of entertainment-theme slot machines, IGT has enjoyed phenomenal success in its segment of the gaming industry

According to Tyler Sciotto, director of sales for IGT, one of the keys to his company's success is its strong commitment to the community and its ongoing support of local events. He cited the Great Reno Balloon Race as a prime example of IGT's good corporate citizenship.

"Unlike many Balloon Race sponsors, we don't sell a product or service to the general public," Sciotto said. "We market directly to casinos and gaming companies. We simply view the Balloon Race as an unparalleled opportunity to give back to the community that has given so much to us."

He noted that IGT has supported the Balloon Race since its inception in 1982 and is proud to have played a role in helping the event grow into one of the



premier attractions in northern Nevada.

"It seems like the entire community turns out for the Balloon Race, not to mention the thousands of visitors that come to Reno to see it," Sciotto explained. "It's such a spectacular event, people want to come back year-after-year."

Marlene Olsen, managing director of the Balloon Race, noted that underwriter sponsors like IGT help ensure that the event remains free to the public. "Without the support of our underwriters and sponsors, we would have to charge admission," she said. "Their contribution is a great gift to the community."

Sciotto noted that the Balloon Race also provides an opportunity to get IGT employees involved in the community by volunteering at the event. "As an

underwriter, we receive two complimentary balloon riders per day per balloon," he said. "We raffle off one ride each day to reward a lucky employee with what, for many, is a once-in-a-lifetime experience," he said. "They are totally awed by the experience."

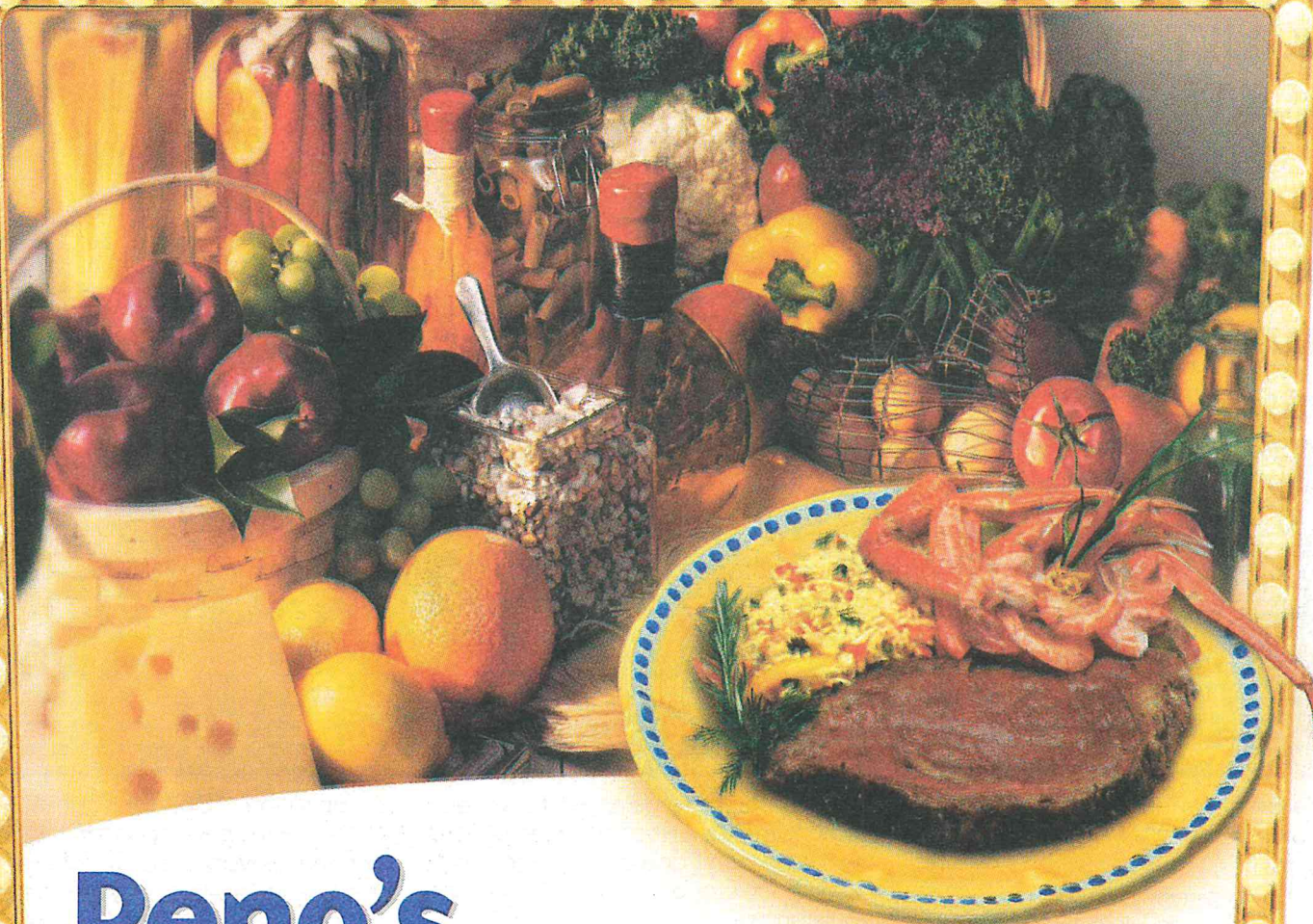
He recalled his own maiden voyage in a hot-air balloon, describing it as a "extremely exhilarating experience."

"The Balloon Race is a very well-run event, which is a testament to the organizational skills and hard work of the Balloon Race committee," Sciotto added. "It really is a pleasure for IGT and the other sponsors to be involved."

It's an unlikely partnership – gaming machines and hot-air balloons – but it pays off in a big way for IGT, its employees, and the Great Reno Balloon Race.

"Without the support of our underwriters and sponsors, we would have to charge admission," she said. "Their contribution is a great gift to the community."

Marlene Olsen
Managing Director
Great Reno Balloon Race



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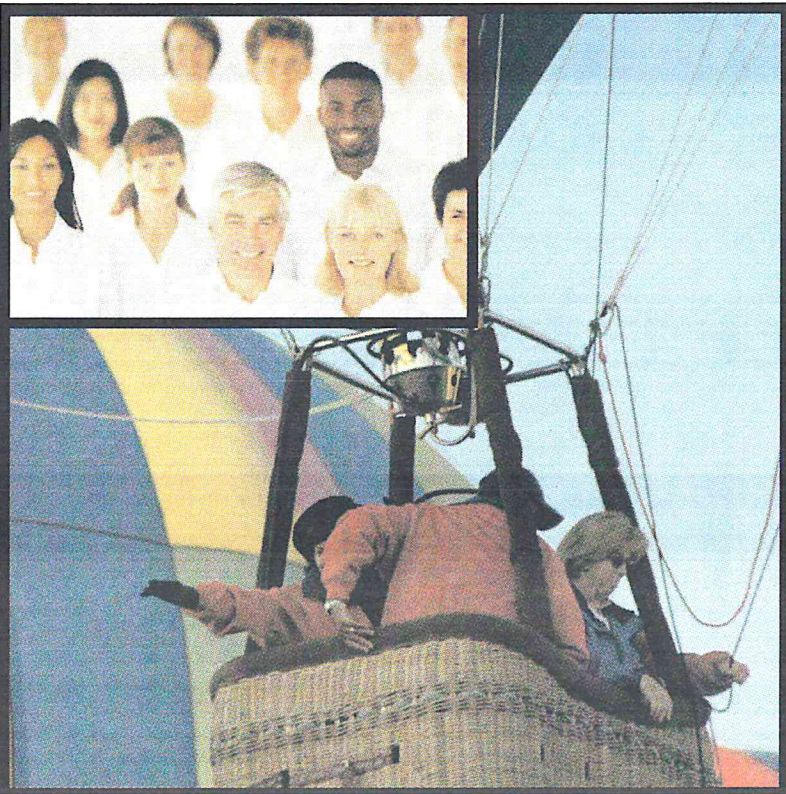


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BUILDERS TEAM UP FOR BALLOON RACE FUN



The Great Reno Balloon Race attracts a wide variety of sponsors, from airlines, to casinos, to banks. Seldom, though, do two businesses with entirely different products and markets team up in a sponsorship. That's what happened, however, with the joint sponsorship of Hometown Health and the Builders Association of Northern Nevada.

For Hometown Health, the main attraction of the Balloon Race is the exposure it provides in Hometown's primary market, the Truckee Meadows. "The Balloon Race is such a high-visibility event that a locally-based business like ours really can't afford to miss being a part of it," said Lloyd Barnes, director of marketing. Since Hometown Health's members and potential members are northern Nevada's health insurance companies, the marketing exposure it receives at the Balloon Race is invaluable.

"We've been involved with the Balloon Race for the past six or seven years," Barnes said. "Each year, we hear from our members and trade allies that they saw us represented at the Balloon Race. It really helps keep our name out in front of existing and potential members."

Barnes is quick to point out, however, that Hometown Health's participation in the Balloon Race goes beyond marketing. "We also recognize that it's an outstanding community event," he explained. "It's a great opportunity for our employees and our members to get involved and support the community."

A close business relationship is what led the Builders Association of Northern Nevada (BANN) to become a joint sponsor with Hometown Health. BANN Executive Director Bob Jones explained that Hometown Health provides health benefits to some 8,000 BANN members. "It's proven to be an ideal way to support the community, enhance our business relationship, and gain positive exposure for both entities," he said. "It's truly a win-win situation."

BANN is a non-profit organization affiliated with the National Association of Home Builders. According to Jones, BANN is committed to providing education, information, representation and benefits to its membership, the community and the building industry. It offers programs of information, training and education to all construction industry professionals in northern Nevada. He emphasized that community involvement is a high priority for the

organization. "One of our goals is to be a positive partner and influence in northern Nevada," he explained. "Perhaps more than any other event, the Great Reno Balloon Race really reaches out to the community. Beyond the magnificent color and beauty, the Balloon Race is simply a great local event."

He noted that BANN has sponsored tethered balloon rides for local kids and a charity golf ball drop for a tethered balloon to raise money for the association's local charity.

The Balloon Race also gives BANN an opportunity to get its employees and members involved, according to Jones. "We get a lot of volunteer support from our employees and members," he noted. "It's a fun time for everyone."

Barnes and Jones agree that the relationship between Hometown Health and the Builders Association of Northern Nevada has enabled both organizations to do more for the community than they could have done individually. With the Great Reno Balloon Race, they've discovered that joint sponsorship not only helps them meet their marketing and community involvement goals, but it's also lots of fun.

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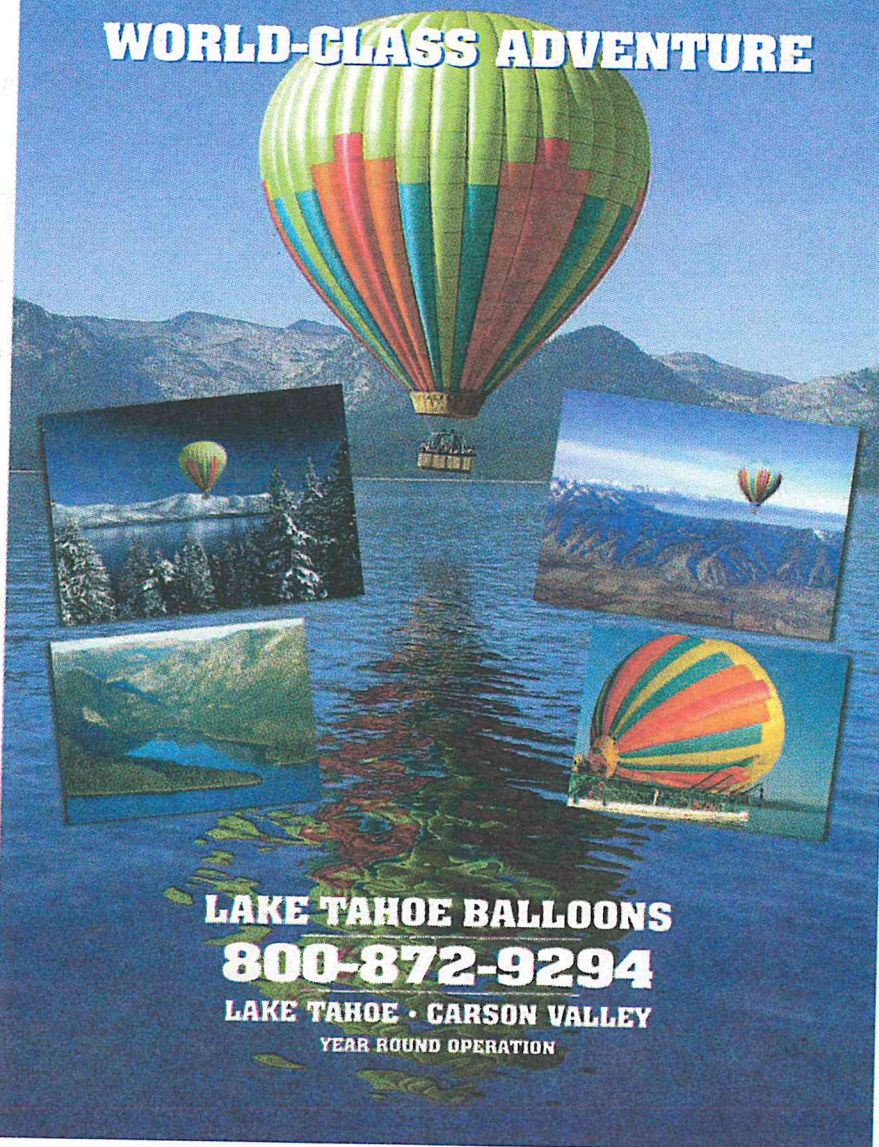
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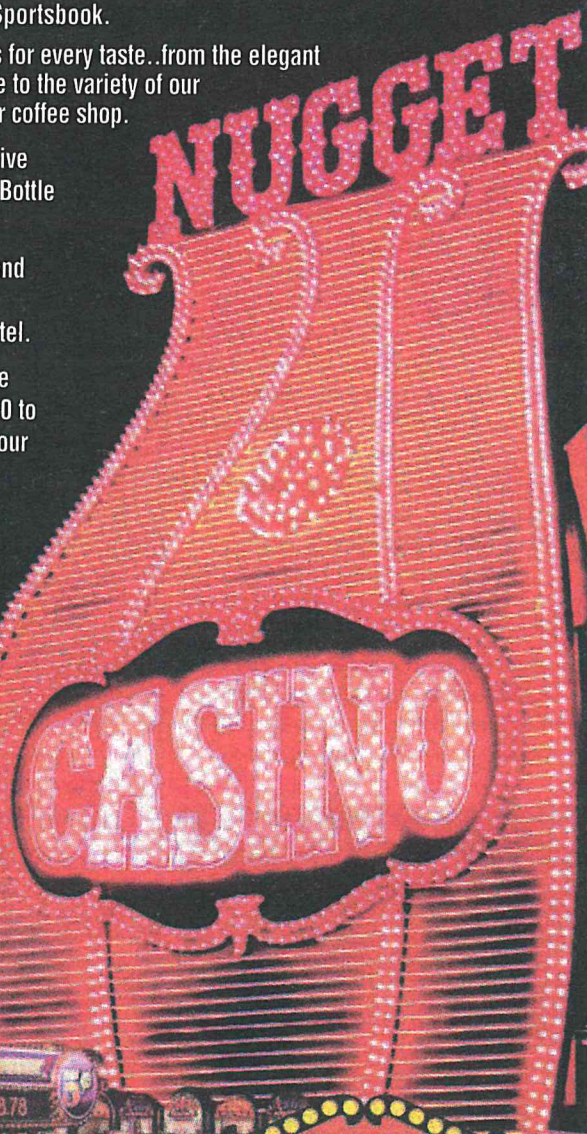
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2002 GREAT RENO BALLOON RACE TOP AWARDS

The early morning hours of the Great Reno Balloon Race offer surreal beauty and floating balloons that coax animation into the minds of the spectators. Many spectators may not realize that the event is in fact a competition between experienced pilots who alter direction with the wind currents surrounding them.

There were three competitions in the 2002 Balloon Race that pilots could compete in to accumulate points over the duration of the event. The Hare & Hound competition and Community Launch/Fly In Task (FIT) involves pilots tossing markers as close to the target area as possible. Meanwhile, pilots participating in the Balloon Blackjack Tournament also need a bit of gambling luck as they shoot for "21" from their billowing baskets in the air. All of the excitement leaves these skilled pilots maneuvering their balloons only feet from the earth while in full view of thousands of entertained spectators. Each day the pilots' points are compiled. The highest accumulated point totals at the conclusion of the last day of the event reveals the Great Reno Balloon Race 2002 winners. The winners of each competition split a cash prize purse of \$20,000, in addition to airline tickets provided by

Aloha Airlines, and weekend and restaurant giveaways from local casinos.

Congratulations to the winners of the 2002 Great Reno Balloon Race, Steve Lombardi and Pat Irwin, along with the three Balloon Blackjack Tournament winners Mike Bauwens, Steve Lombardi and Patrick Nilz.

Best of luck to all of the pilots entertaining the spectators and enjoying the friendly competition in this year's race!

HARE AND HOUND'S FIRST PLACE



STEVE LOMBARDI

TIPPS, BUSEY & NICHOLS FAMILIES

TOP 10 PLACEMENTS OVERALL RESULTS

Hare & Hound Pilots:

- #1. Steve Lombardi
- #2. Brian Kelly
- #3. Michael Charles
- #4. Ron Behrmann
- #5. Roy Caton
- #6. Cindy LaVan
- #7. Erwin Oertli
- #8. John Wright
- #9. Donald Kissack
- #10. Vince Casey

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- #3. Tim Brown
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- #7. David Lynch
- #8. Jodie Smith
- #9. Dale Wong
- #10. Robert Rollins

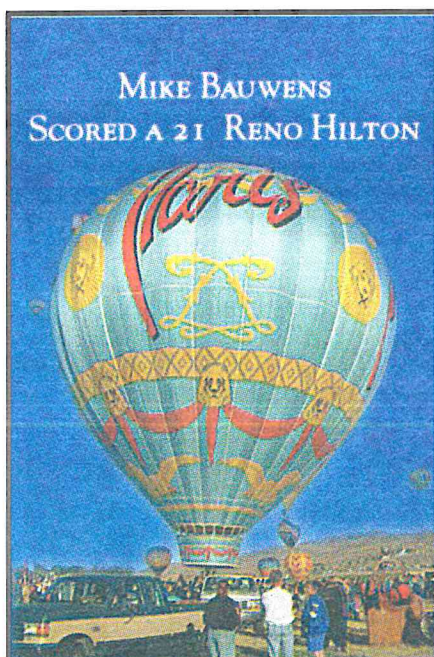
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- #1. Mike Bauwens - Scored a 21
- #2. Steve Lombardi - Scored a 21
- #3. Patrick Nilz - Scored a 20

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Call 852-4458

Silver Star at Discovery Village

3 single level homes from 1684-2231 sq. ft.

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Call 852-4482

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4 models

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Open Thur-Tues, 10 - 5 p.m.

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from 2182-3850 sq. ft.

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Call 354-2108

Damonte Ranch

Gem Stone Village

4 models from 1622-2588 sq. ft.

Open Thur-Tues, 1 - 5 p.m.

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RON ROSEPINK



NOT FORGOTTEN

Just like we always thought it would happen some day, Ron Rosepink flew off into the wild, blue yonder on June 28. That was the last time anyone has seen him. Ron has been competing at the Great Reno Balloon Race for more than ten years. He had the most wins of any pilot participating in the Community Launch competition.

Ron, a man who enjoyed excitement, took a paraglider flight in the Black Mountain area of Kern County in California and has been missing ever since. The area was searched by the Kern County Sheriff's Department, the Civil Air Patrol and his fellow balloonists for weeks after Ron was declared missing. The terrain is mountainous with dense shrub and forest with high trees. Ron has not been found at the writing of this article.

Ron, 46, was a USAF Lieutenant Colonel in the Active Reserves. He was often at Edwards Air Force Base where he was a test pilot, flying F-16's and chase in the F-22 program. He is considered an icon in the ballooning community.

For anyone who kept track of the competition at the Great Reno Balloon Race, Ron Rosepink was always in the winners' circle. "Ron and his skill as a balloonist was always exciting to watch," said Ron Smith, who announces the event. "If anyone could get to the target at the park, Ron could." The Community Launch takes a highly skilled balloon pilot whose task is to go out each morning, analyze the weather and wind currents and select a cooperative launch location.

Ron's long-time sponsors Phil and Lorraine Olsson considered Ron and his wife as family. "Ron was a determined young man with a great sense of humor," said Phil. "He was highly dedicated to whatever task he took on, whether it be ballooning or flying F16's. He loved the Great Reno Balloon Race and made the event fun for all of us."

Ron Rosepink is survived by his wife Debbie, and his son and daughter. The family lives in Englewood, Colo.

The ballooning community will say goodbye to Ron on Friday morning of the event in a special ceremony. We wish we didn't have to.

Photo above: In the Winner's Circle from left: GRBR President Amy Bennett, Announcer Ron Smith and Ron Rosepink.



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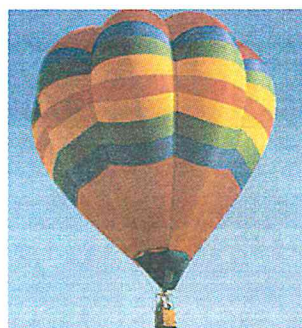
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2003 PILOT PROFILES AND THEIR SPONSORS



MISS PENNY

Pilot: Jim Ahern, Albuquerque, NM
Sponsor: Wells Fargo



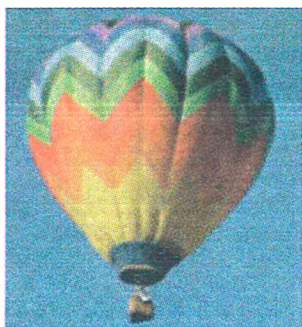
MACH ZERO

Pilot: Allen Amsbaugh, Menlo Park CA
Sponsor: Dreiling Sponsorship



SBC

Pilot: Allen Anderson, Minden NV
Sponsor: SBC



ALPEN GLO

Pilot: Jeanne Anson, Park City UT
Sponsor: Murray Family



PARIS HILTON

Pilot: Mike Bauwens, Park City UT
Sponsor: Reno Hilton



A LITTLE EXPOSURE

Pilot: Ron Behrmann
Albuquerque, NM



BLUE MOON

Pilot: Jim Bilotta, Encinitas CA
Sponsor: Atlantis Casino Resort



MAXIE'S MOVING MAJESTY

Pilot: Lee Bregitzer, Littleton CO
Sponsor: Michael Morrison, Chtd.



SUN DRAGON

Pilot: Paul Brockman, Kirkland WA
Sponsor: Meadow Wood Courtyard



MOONSHADOWS

Pilot: Tim Brown,
Rancho Cucamonga CA



FALLING STAR

Pilot: Karen Brown, Reno NV
Sponsor: AmeriGas Propane



RED AGAIN

Pilot: Joe Calabrette, Hickory Creek TX
Sponsor: Advertising Specialty Co.



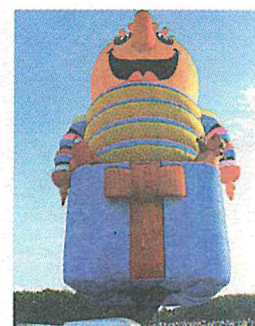
SIERRA DRIFTER

Pilot: Vince Casey, Reno NV
Sponsor: Aeronauts



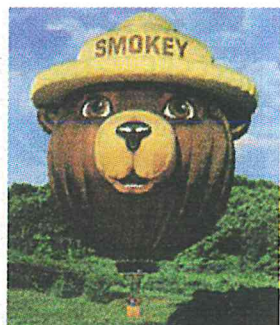
UNITED VAN LINES

Pilot: Roy Caton, Cedar Hill MO
Sponsor: United Van Lines



SAVANNAH JACK

Pilot: Andy Cayton, Black Creek GA
Sponsor: Children's Cabinet



SMOKEY BEAR

Pilot: Bill Chapel, Albuquerque NM
Sponsor: Smokey Bear



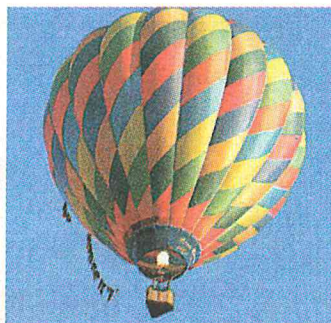
SUNDOWNER

Pilot: Michael Charles, Huntington Beach CA
Sponsor: Harley-Davidson Financial Inc.



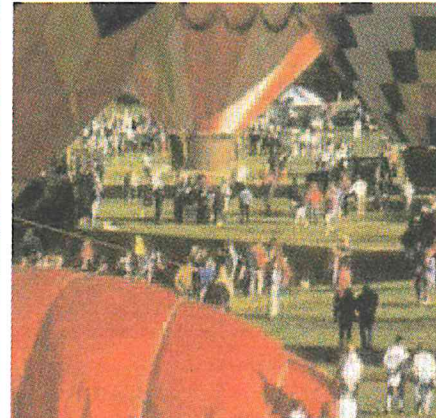
LADY LEX

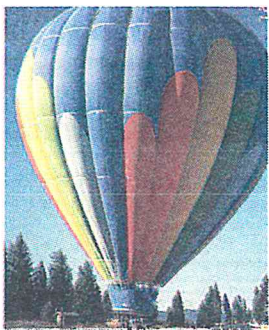
Pilot: Edward Clements, Grand Junction CO
Sponsor: Piscevich & Fenner II



MAGIC MOMENTS

Pilot: Dexter Coffman, Fresno CA
Sponsor: Showtime Magazine





BLU BY U

Pilot: Jimbo Cronon, Reno NV
Sponsor: Diamond's Casino



QUEEN OF DIAMONDS

Pilot: Dale Cummings, Sacramento CA
Sponsor: Silver Meadows Landscaping



DAYBREAK CRUISER

Pilot: Bob Davis, Reno NV
Sponsor: UBS/PaineWebber, Inc.



BLAZE

Pilot: Bill Dobbs, Steamboat Springs CO
Sponsor: Zipfel Drafting



RIATOH

Pilot: Ron Dupee, Las Vegas NV
Sponsor: Fitzgeralds Hotel/Casino IV



ANASAZI

Pilot: Gary Eaton, Placentia CA
Sponsor: SBC



SPILT PAINT

Pilot: Jeff Ebel, Las Vegas, NV
Sponsor: Sierra Design Group



RE/MAX

Pilot: Hugh Ehrlich, Las Vegas, NV
Sponsor: RE/MAX Realty Professionals



AMERICAN DREAM

Pilot: Edward Fishman, Las Vegas, NV
Sponsor: Stetz & The Thread Critters



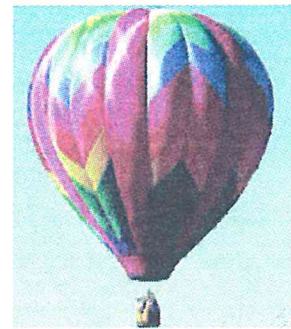
FREEDOM II

Pilot: James Gibson, Sacramento, CA
Sponsor: Reno.com



SUSHI

Pilot: Katie Griggs, Incline Village, NV
Sponsor: Morrey Distributing Co.



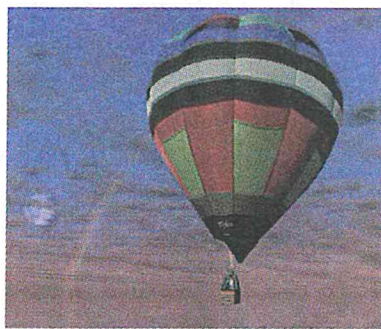
LILO FLIGHT

Pilot: Monica Gruendel, Kings Beach, CA
Sponsor: Design Lab



TIFFANY II

Pilot: Jerome Guenther, Tarzana, CA
Sponsor: Petroleum Maintenance, Inc.



TEJASRAINBOW

Pilot: Gordon Hall, Colbert, WA
Sponsor: Eldorado Hotel/Casino II



NIGHTFIRE II

Pilot: Jim Hetherington, Boise, ID
Sponsor: Reno Orthopedic Clinic



CELEBRATION

Pilot: Larry Houska, San Jose, CA
Sponsor: Ciccotti/Metzer Sponsorship



WILD GOOSE

Pilot: Russ James, Orland, CA
Sponsor: Dreiling Sponsorship



HOT STUFF

Pilot: Will Jefferies, Bountiful, UT
Sponsor: KOH-AM



FIRE 'N' ICE

Pilot: Frank Kafka, Littleton, CO
Sponsor: Yarborough & Kintop



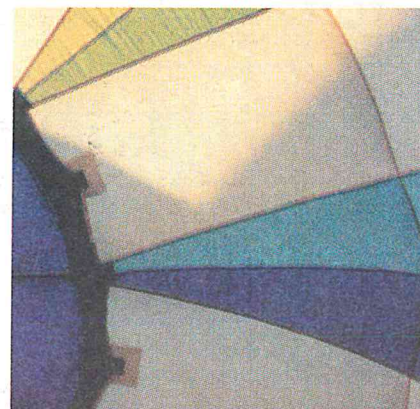
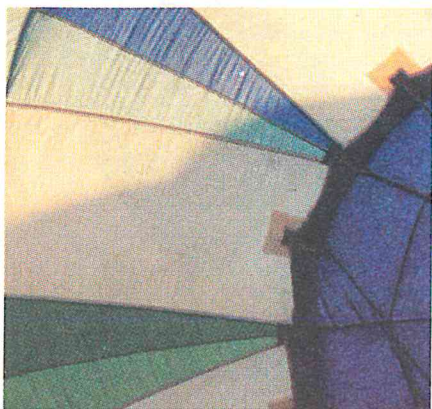
SEQUESTERED

Pilot: Diane Karlsson, Chandler, TX
Sponsor: Peppermill Hotel/Casino



ENERGIZER BUNNY

Pilot: Glo Kehoe, Albuquerque, NM
Sponsor: Energizer Bunny





Pilot: Brian Kelly, Highland, UT
Sponsor: Silver Legacy Resort/Casino



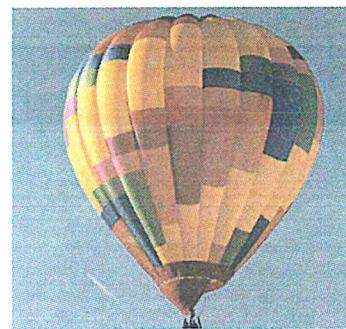
GONE WITH THE WIND
Pilot: Pat Kimmerling, Gardnerville, NV
Sponsor: VOB Families



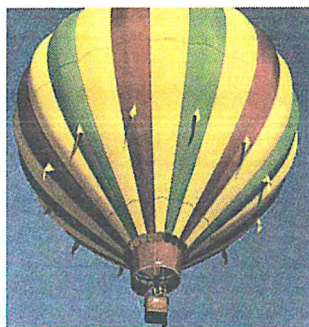
DIAMOND DELIGHT
Pilot: Donald Kissack, Quartz Hill, CA
Sponsor: Gaston & Wilkerson Mgmt. Grp.



AERO DIABLO
Pilot: Ray Klein, Scottsdale, AZ
Sponsor: Baker Sponsorship



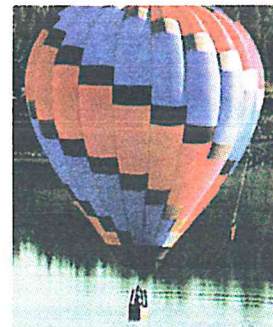
KALEIDOSCOPE
Pilot: George Knoblock, Las Vegas, NV
Sponsor: IGT- Wheel of Fortune



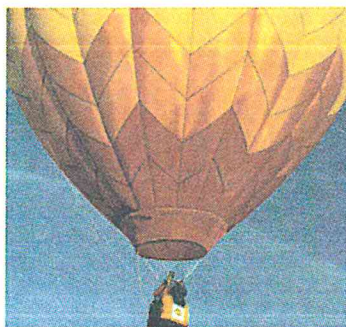
AUTUMN BREEZE
Pilot: Angela Kreig, Upland, CA
Sponsor: Innerwest Advertising



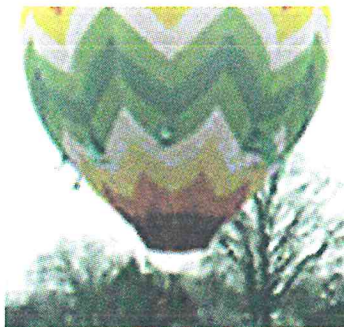
RAZZMATAZZ
Pilot: Cindy LaVan, Sparks, NV
Sponsor: Wells Fargo Bank III



HEATED PASSION
Pilot: Ken Lehr, Sacramento, CA
Sponsor: Fitzgeralds Hotel/Casino III



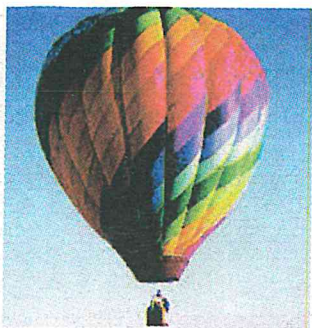
DAYBREAK
Pilot: Bob Linde, Fort Jones, CA
Sponsor: Allied Washoe Petroleum



MAGICS FANTASY
Pilot: Bob Locklin, Clovis, CA
Sponsor: University of Phoenix- NV Campus



LONE STAR
Pilot: Steven Lombardi, Missouri City, TX
Sponsor: Tipps, Busey, Nichols & Anderson



DESERT RAINBOW

Pilot: Gene Love, Reno, NV
Sponsor: Wilson Sponsorship



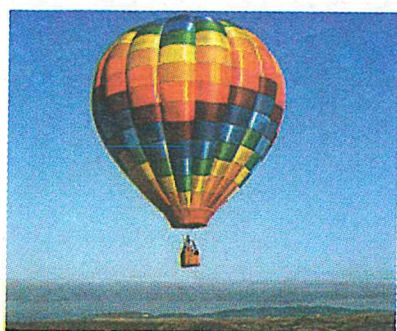
WELCOME HOME

Pilot: Mike Loy, Reno NV
Sponsor: For Those Who Served



BLUE COLUMBINE

Pilot: Alan Luksik, Aurora, CO
Sponsor: Warren Sponsorship



WISHING STAR

Pilot: David Lynch, Temecula, CA
Sponsor: Aloha Airlines



SOUTHERN CROSS

Pilot: Daryl McKee, Royal Heights, Auc
Sponsor: Kaminkow Family



SOARING HOME

Pilot: Russ McLain, Englewood, CO
Sponsor: RE/MAX Realty Professionals



RILLS THRILLS

Pilot: Rita McRill, Hesperia, CA
Sponsor: Elegant Herb Catering



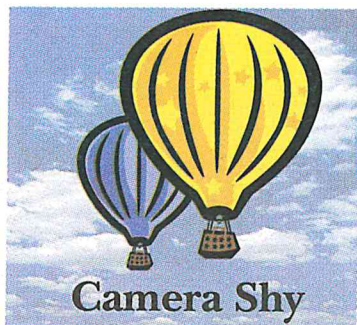
YU-ZAKURA

Pilot: David Melton, Espanola, NM
Sponsor: GRBRI



WILD THING

Pilot: Ed Mencimer, Park City, UT
Sponsor: SBC



Camera Shy

Pilot: Joel Metcalf, Bishop, CA
Sponsor: John Ascuaga's Nugget



ASSES ALOFT

Pilot: Gary Michalek, Lafayette, CA
Sponsor: Eldorado Hotel/Casino I



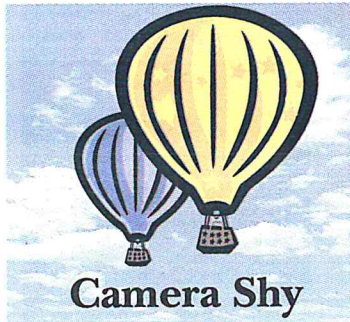
GYPSY ROVER III

Pilot: Don Morgan, Woodland, CA
Sponsor: Ryugo Family Sponsorship



SAHUARO SUNRISE

Pilot: Patrick Nilz, Tucson, AZ
Sponsor: Krispy Kreme Doughnuts



Camera Shy

Pilot: Erwin Oertli, Highland, UT
Sponsor: Piscevich & Fenner I



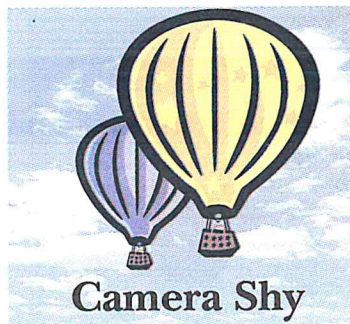
DAYDREAMS

Pilot: Dennis Park, Discovery Bay, CA
Sponsor: Somerset Development



FAN DANCER

Pilot: Curt Pengelly, Boise, ID
Sponsor: Sands Regency Hotel & Casino



Camera Shy

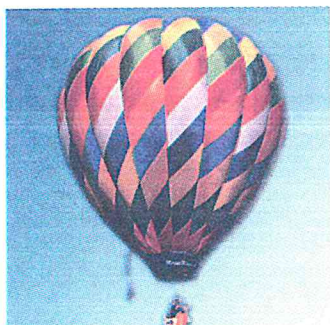
PATRIOT

Pilot: Gary Peterson, Gardnerville, NV
Sponsor: Tahoe Ridge Vineyards & Winery, Inc.



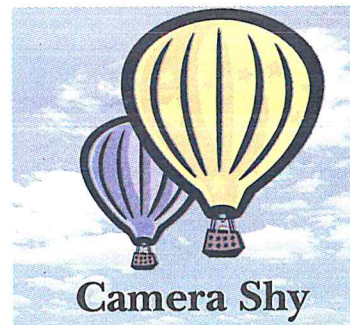
LIL BUCK

Pilot: Karl Peterson, Albuquerque, NM
Sponsor: Wells Fargo Bank I



MAGIC MOMENTS III

Pilot: Peter Pierre, Fresno, CA
Sponsor: Go Figure Xpress



Camera Shy

BUBBALOON

Pilot: Patrick Prothro, Park City, UT
Sponsor: TRW Automotive



KACHINA

Pilot: Mark Prothro, Wichita Falls, TX
Sponsor: Reno Property Management



SCARLET RIBBONS

Pilot: Terri Ratkoviak, Etna, CA
Sponsor: Aeronauts



TREETOP FLYER

Pilot: Chuck Reynolds, Fernley, NV
Sponsor: B&C Pool Company



ZOLLIE

Pilot: Tony Rivara
Reno, NV



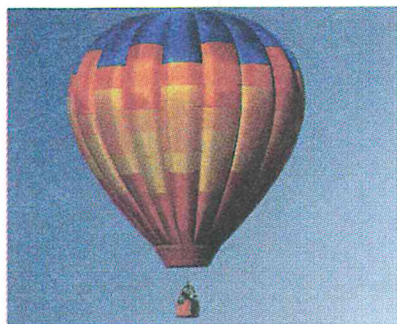
PANDA

Pilot: Stan Robertson, Virginia City Highlands, NV
Sponsor: Barney Bell's Pro Shop/Porky's Restaurant



ARISE & SHINE

Pilot: Robert Rollins, Auburn, WA
Sponsor: Cristalino Cava



Pilot: Judy Rowlee, Mountain View, CA
Sponsor: Harrah's Reno



GOD'S GLORY

Pilot: Bob Schaible, Tracy, CA
Sponsor: Ponderosa Land & Livestock Co.

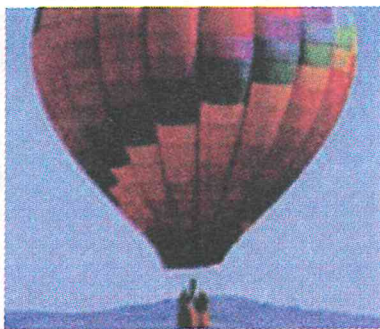


Pilot: Jim Schiller, Middleton WI
Sponsor: May Foundation



UP EARLY

Pilot: Ramon Seelback, Reno, NV
Sponsor: Department 13 Designs



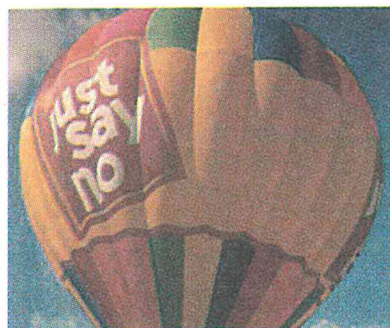
L'ESCALIER

Pilot: Larry Seiler, Woodbridge, CA
Sponsor: Jessup Family & LaVern Lynn



BRIAN'S FLIGHT

Pilot: Scott Shields, Bellingham, WA
Sponsor: Zipfel Sponsorship



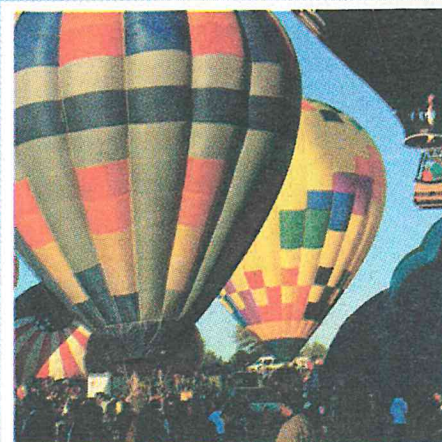
JUST SAY NO

Pilot: Jodie Smith, Chino, CA
Sponsor: Reno Recharge Callengers/4-HC.A.T.S.



DIAMOND ROUGUE

Pilot: Larry Sprague, Central Point, OR
Sponsor: Club Cal Neva-Virginian





SIERRA SUNRISE

Pilot: Myron Steele, Sebastopol, CA
Sponsor: Wells Family



LOLLY POP

Pilot: Anson Stelmak, Manhattan Beach, CA
Sponsor: Fitzgeralds Hotel/Casino I



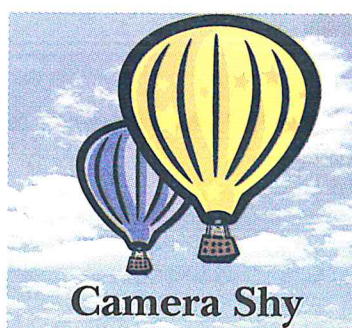
ECLIPSE

Pilot: Byron Stevenson, Grass Valley, CA
Sponsor: A. Carlisle & Company



PACK JACK

Pilot: Gregg Taggart, Citrus Heights, CA
Sponsor: UNR



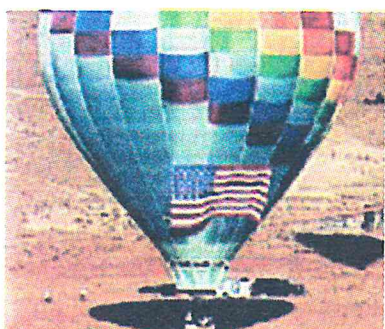
Camera Shy

Pilot: Dana Thornton, San Jose, CA
Sponsor: C-J Bookkeeping



AURORA BOREALIS

Pilot: Steve Turner, Half Moon Bay, CA
Sponsor: Kersey Family



RAINBOW THRU HEAVEN

Pilot: Rick Wallace, Santa Monica, CA
Sponsor: IGT-Megabucks



SILVER STAR

Pilot: Steven Watson, Bountiful, UT
Sponsor: Pinnacle Homes, Inc.



SPLIT TAIL

Pilot: Lewin Williams, Las Vegas, NV
Sponsor: Home Town Health / Builders
Association of No. Nevada



BABY BEAR

Pilot: Dale Wong, Rancho Cucamonga, CA
Sponsor: Batjer Family



WWJD

Pilot: Bill Woodhead, Grants Pass, OR
Sponsor: Simpson Enterprises



KALEIDOSCOPE

Pilot: John Wright, Sebastopol, CA
Sponsor: Context Design Studios

THE BALLOONIST'S PRAYER

THE WINDS HAVE WELCOMED

YOU WITH SOFTNESS.

THE SUN HAS BLESSED

YOU WITH HIS WARM HANDS.

YOU HAVE FLOWN SO HIGH AND SO WELL

THAT GOD HAS JOINED

YOU IN LAUGHTER

AND SET YOU GENTLY BACK AGAIN

INTO THE LOVING ARMS

OF MOTHER EARTH.

TIPS FOR THE "PERFECT" PICTURE

The Great Reno Balloon Race's official photographer, Fred Cornelius, has only been capturing the beauty and the essence of the event for a few years, but has been taking pictures for much longer.

Fred has been working in the field of photography for over 30 years. His extensive portfolio contains familiar northern Nevada images of events such as the Reno Rodeo, National Air Races and the Great Reno Balloon Race. Additionally, he is continually expanding his stock of advanced digital technology to provide extra clarity and rich color to his photographs.

In comparing this event to others he attends year after year, Fred particularly enjoys the Balloon Race's crowd of spectators, which he has seen grow immensely from his first Balloon Race experience. "I like the audience and crowd interaction...especially the kids at the Balloon Race," Fred states. For any spectators seeking advice from the experienced photographer, Fred explains that the most common mistake is using too low film speed to capture the instant beauty of the dawn patrol and shooting balloon images toward the light when the sun rises, which usually only creates a sil-

houette of the image. Below are some additional photographing recommendations to help you create that perfect picture.

Film Speed.

Capturing the beauty and color of the balloons can be accomplished with 100 speed film in the daylight during the Mass Ascension and Hare & Hound competition. Since the balloons are moving at a slow rate and the natural light can illuminate the vibrant colors, 100 or 200 speed film will create good image quality for your photographs.

During the Dawn Patrol, though, a higher film speed must be used to capture the amazing light set off by the contrasting and surrounding darkness. Additionally, a tripod support is instrumental in capturing the image and Fred jokingly points out- "leaning your camera on your buddy's back doesn't count."

The Lighting.

As the morning sunlight rises behind the Sierra Mountains the rays change from an orange glow to natural daylight. "The morning light is often cold and hard," Fred says, "but if the color temperature is right it can create a warm glow and beautiful shot includ-

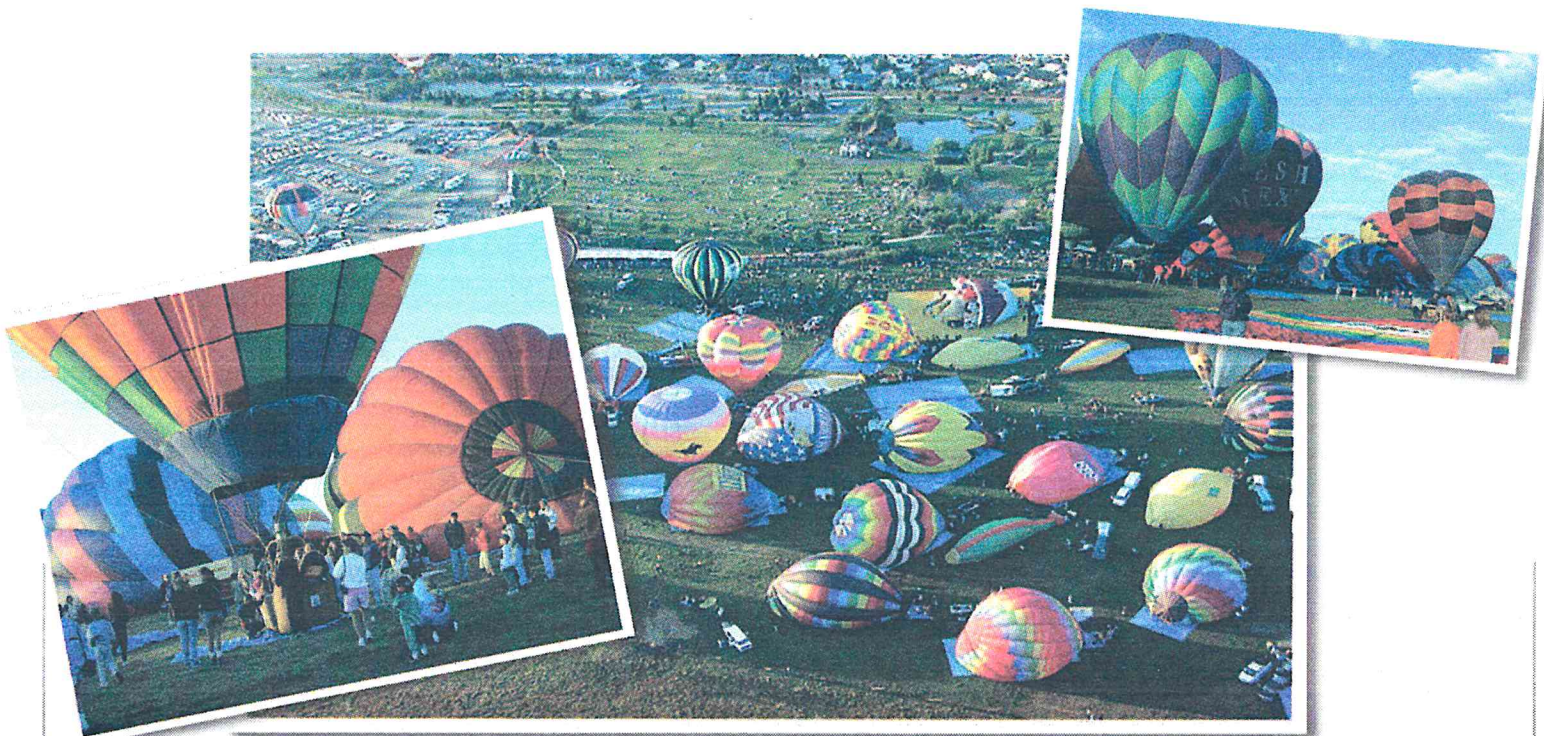
ing the balloons fully illuminated by the sun's rays."

Front Lighting: Shooting toward the west, when the sun shines over your shoulder, is the best option for any basic photographer.

Side Lighting: To get more creative, allow the sun to shine across your image to capture the mix of shadows and colors.

The perfect image is in the eye of the beholder. Fred points out that it basically comes down to being aware of the balloons and spectators when deciding just where and at what angle to start shooting with your camera. For Fred, "nothing is planned." Go with the flow of the balloons and follow clusters of balloons to add dimension and interest to your photo.

Now that you have learned the basics—don't forget to enter your best photographs into the 2004 Amateur Photo Contest. The winner will get to ride in a balloon all three days of the event and their photo will be published in the GRBR program! Contest rules and an entry form can be found on page 62.



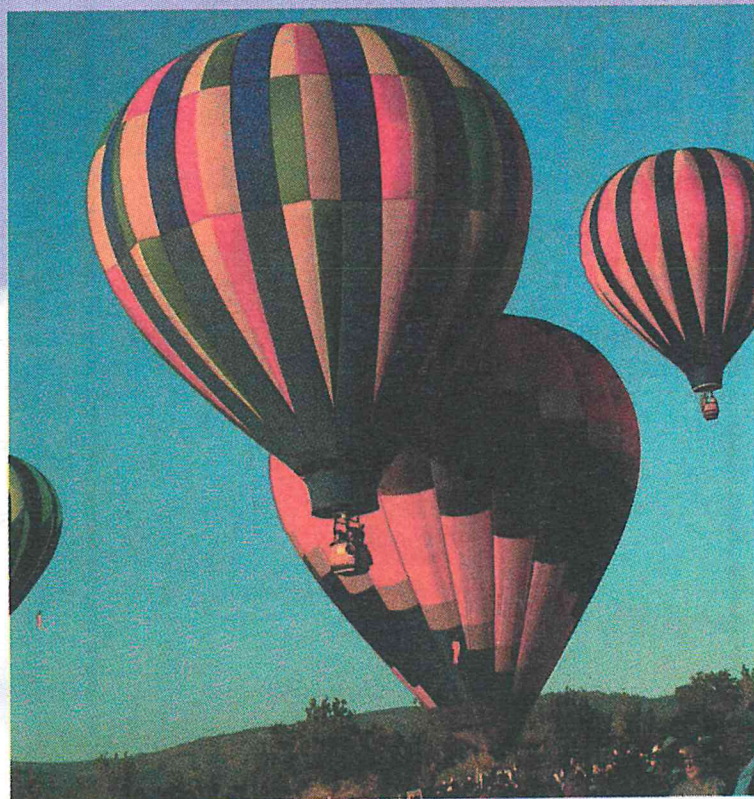
The Race's Official Volunteers: THE AERONAUTS

Pilots from all over the map come to the Great Reno Balloon Race with their crew. The Balloon Race staff prepares all year for what has been called one of the biggest and brightest events in Reno. Spectators wake up early and scatter themselves throughout Rancho San Rafael Park hoping for a good view of the Mass Ascension. But when you have over 100 pilots and balloons and their crew, event staff, vendors, sponsors and over 130,000 spectators anticipating the magic of this free community event, you have to stop and ask yourself, "how does this all happen?"

Well, it certainly would not be possible without the help of a group that calls themselves the Aeronauts. The Aeronauts are the official Balloon Race volunteer group who dedicates their time and energy to help make this event a success. Just when you thought that

Dawn Patrol was early, this group gets to the park before anyone else and assists in the many details that make this event happen including field set-up, pilot crewing and up-keep of the grounds.

The Aeronauts meet throughout the year and must be crew trained in order to work with the balloons at the Race. During the event, the group also assists the event's major sponsors, Race organizers and spectators. Without the help of these volunteers, the event could not be free to the public. If you are interested in ballooning, becoming a volunteer is a great way to get started! For more information on becoming an Aeronaut please fill out the form below and information will be sent to you.



AERONAUT OFFICERS FOR 2003:

| | |
|----------------|-----------------|
| Ed Buzzetti | President |
| Dave Warriner | Vice President |
| Shirley Keys | Secretary |
| Gwen Musselman | Treasurer |
| Philline Laine | Member-at-Large |
| Sarah Britt | Member-at-Large |
| Marilyn Neal | Member-at-Large |

Please send me some information on becoming a volunteer for the Aeronauts.

Name

Address

City, state, zip

Email

Phone

Send this form to:
The Aeronauts
Great Reno Balloon Race
PO Box 12695
Reno, NV 89510

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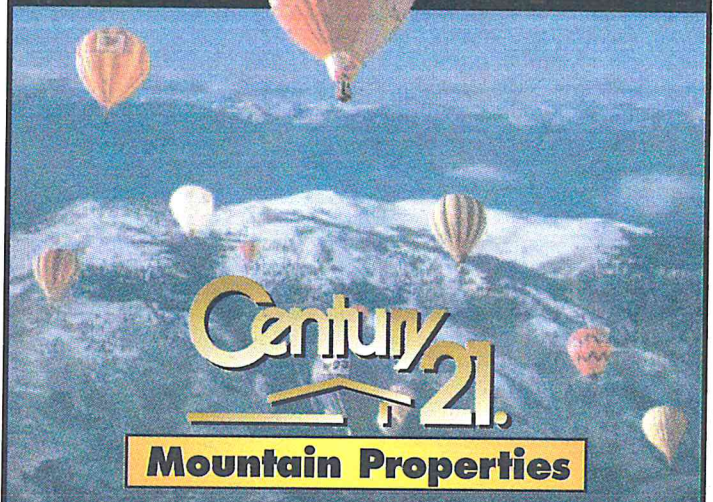
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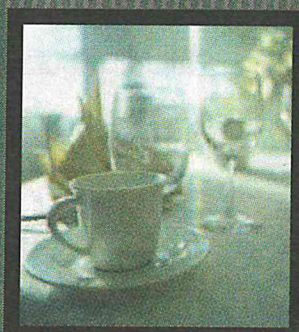
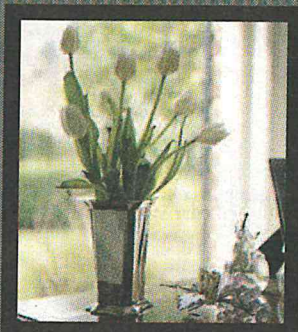
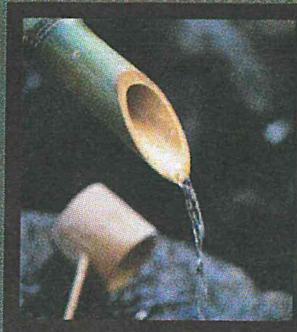
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BALLOON RACE PHOTO CONTEST OFFERS HIGH-FLYING EXPOSURE & FUN!

2002 winners are...



1st Place

Rod Ryugo of San Francisco, Calif.

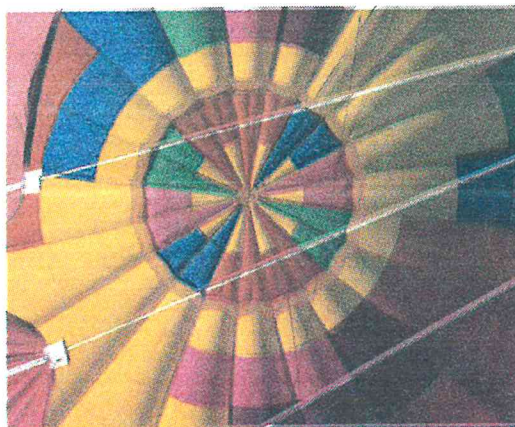


2nd Place

Steve Nichols of Lodi, Calif.

Event organizers of the Great Reno Balloon Race are looking for amateur photographers to enter their favorite photos of the 2003 event into the annual photo contest. The first-place winner of the contest will enjoy a free balloon sponsorship at the 2004 Great Reno Balloon Race (a \$700 value), as well as have his or her photo published in the official 2004 Great Reno Balloon Race program and possibly in other media, such as magazines and newspapers. A balloon sponsorship is the only way to get rides during the event. Second and third-place winners will also be chosen.

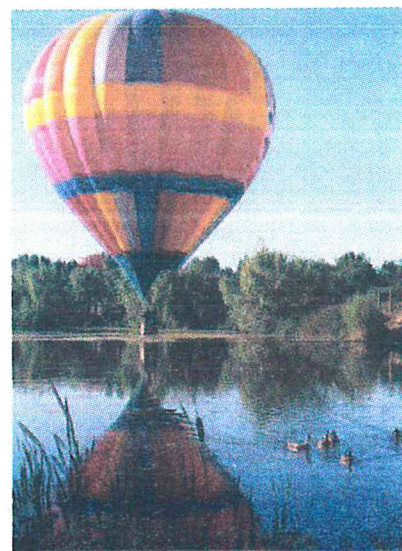
The deadline for entries is February 14, 2004. Entry for each photo is \$10 and photos must be at least 5"x7" or in the panoramic style. All photos must be color prints and taken during the 2003 event. In addition, no digitally enhanced photos will be accepted. There is no limit to the number of photos a person can enter into the contest. Judging will take place in late April. Photos can be submitted to the Great Reno Balloon Race at PO Box 50 The Great Reno Balloon Race 2003



3rd Place

12695, Reno, NV 89510 or call to arrange a time to drop off your photos.

First place of the 2002 contest was awarded this past spring to Rod Ryugo of San Francisco, Calif. Ryugo took a skillful shot of the RE/MAX balloon known as "Soaring Home." He creatively snapped the smiley face gracing the inside of the balloon while the balloon was being inflated. Ryugo also won third place in the contest, capturing a unique perspective of one of the event's most colorful balloons. Steve



Honorable Mention

Nichols of Lodi, Calif. won second place honors with his photo featuring a silhouette of a balloon soaring among the clouds during sunrise.

The dates for the 2004 event are set for September 10-12. For more information please call the Balloon Race hotline at (775) 826-1181 or log on to www.renoballoon.com.

Go to page 52 for more information.

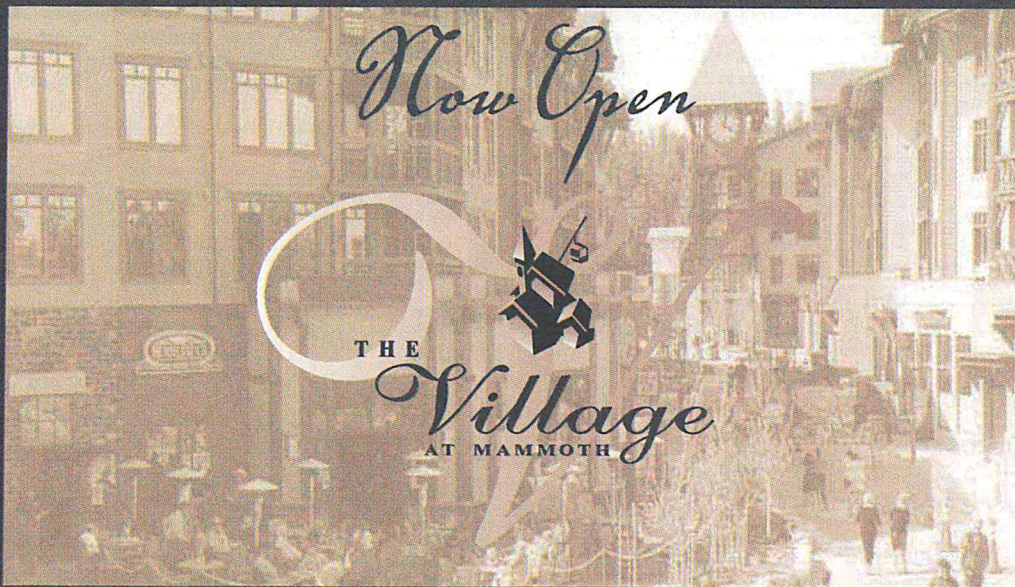
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Photo Contest Details & Rules

1st Place Prize

Three days of ballooning at next year's Great Reno Balloon Race with a free individual sponsorship (a \$700 value) plus your winning photo published in the official GRBR program. (Winner must be at least 18 years old to ride in a balloon at the event.)

2nd Place Prize

An official 2004 Great Reno Balloon Race jacket plus your photo published in the official GRBR program.

3rd Place Prize

\$50 of Great Reno Balloon Race souvenirs plus your photo published in the official GRBR program.

Rules:

All entrants must be amateur (no income derived from the sale of photographs) and provide proof (tax records) if asked.

All entries must be at least 5"x7" color prints.

Entries must be submitted to the Great Reno Balloon Race at PO Box 12695, Reno, NV 89510 or call (775) 826-1181 to arrange a drop-off.

Entries must be received or postmarked by February 15, 2004.

Photos must be of the 2003 event and taken and owned by the entrant.

First, second and third place photos will become the property of the Great Reno Balloon Race and reproduction rights will be obtained for only one year. The negatives or slides will remain the winner's property.

Each entry must be accompanied by a \$10 entry fee.

All other entries may be picked up at the GRBR office until June 30, 2004. After that time, photographs become the property of the GRBR.

A person may enter as many times as he or she wishes.

No digitally-enhanced photos will be accepted.

Official Photo Contest Form

Name _____

Address _____

City, State, Zip _____

Phone _____

Number of Entries _____

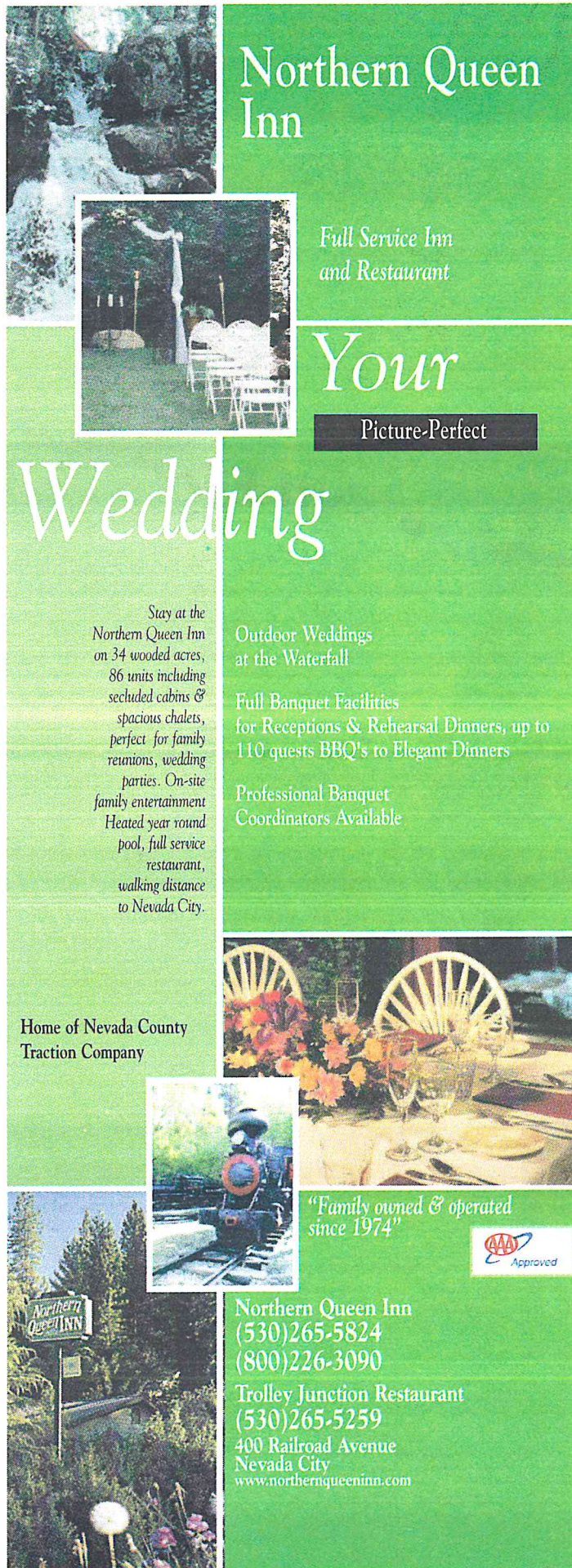
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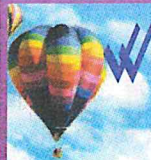


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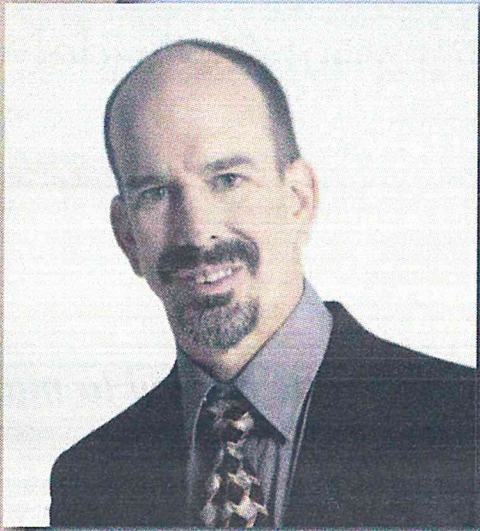
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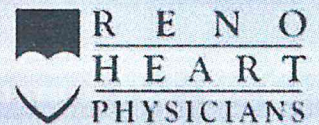
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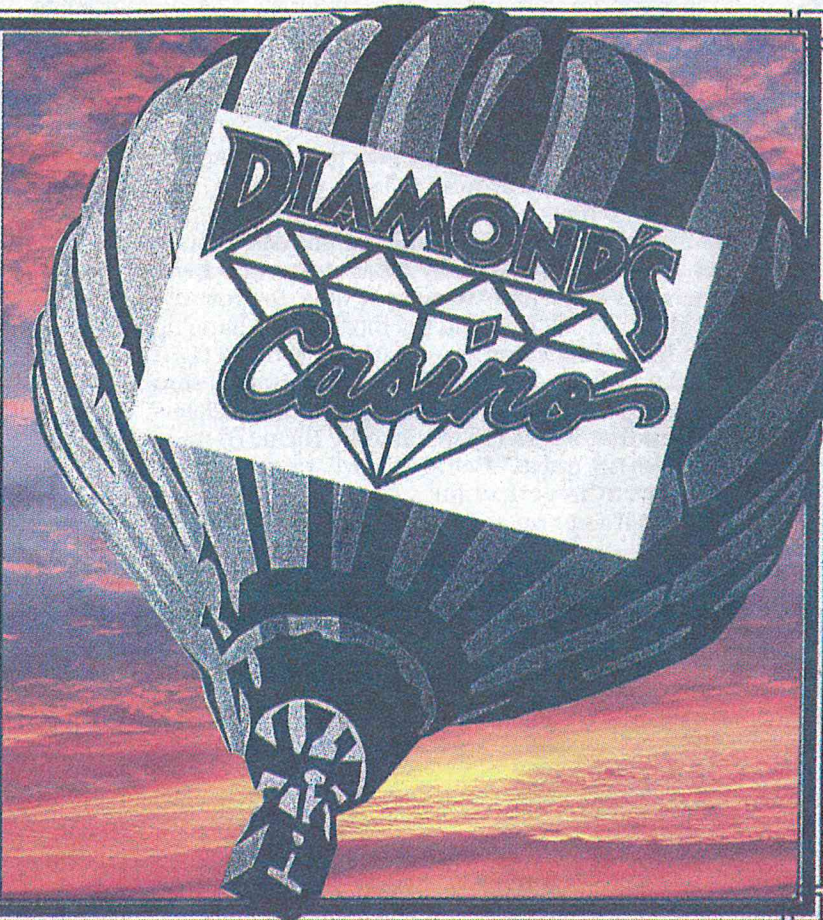
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A Toast to ballooning

CRISTALINO CAVA serves up...

What do champagne and hot-air balloons have in common? As it turns out, quite a bit. It began with the launch of the first hot air balloon in 1783 in Annonay, France. More than 400,000 people, including the King of France, watched in awe as the colorful giant rose into the air. The primitive craft stayed aloft for about 30 minutes, before drifting back to earth in a farmer's field some 15 miles from the launch site.

Unlike the throng of spectators gathered at the launch site, the farmers were less than thrilled at the site of this brightly colored hulk that had landed so menacingly in their midst. In fact, the first ones to see the balloon billowing on the ground thought it was a monster dispatched by some vengeful enemy. They hurled stones at the balloon, and one brave peasant even thrust a knife into it in an attempt to kill the horrible beast. The balloon released a final gasp of gas and collapse to the ground with a sigh, much to the relief of the farmers.

Despite the anxiety generated by the initial launch, the King ordered further launches using even larger balloons, but he also reassured the farmers and their neighbors that the balloons were not monsters attacking from the sky. To calm the citizenry, the early aeronauts began carrying champagne to share with those who greeted them upon landing. As the custom grew, everyone would eagerly anticipate a balloon's touch-down so they could toast the successful landing. The tradition has carried on for centuries.

To ensure that the custom continues at the 2003 Great Reno Balloon Race, we have chosen Cristalino Cava, a Spanish sparkling wine, to serve as our official champagne. Known for its excellent quality and reasonable price, Cristalino Champagne has become a favorite of Balloon Race participants and visitors alike. Its popularity, though, extends far beyond this event. In June, Wine & Spirits magazine named Cristalino Cava one of "the value brands of the year" for the second consecutive year; Wine Spectator magazine has called it one of the "top 10 sparkling wine values in the world"; and also in June, the New York Times wine critic Frank J. Priol called it a "Best Value".

So now, when you see pilots at the Great Reno Balloon Race conducting champagne ceremonies for their riders, you'll know that they're simply carrying on a centuries-old tradition, while celebrating flight with a quality libation.

or slow, may you know nothing but happiness wherever you go."

Love:

"May love be the first awareness of your life and the last. And may all that lies between be filled with discovering its many faces."

Health:

"To your health, then. May it be a blessing that unlocks the way to all other blessings in your life. May it be a window opening always to a world of morning and springtime and hope."

Prosperity:

"May you enjoy the prosperity that lies within, beyond misfortune's reach. And may its power bring to life the deepest wishes of your heart."

Peace:

"May peace take root in your heart and give wings to your dreams. May it begin as hope in your soul and radiate to every corner of your world."

About Cristalino Cava...

In naming Cristalino Cava its "Value Brand of the Year" in 2002, Wine & Spirits magazine described it as follows: "A sophisticated sparkler for \$8.99? Seems unlikely, but right from the start, this release of Cristalino shows off a bright green-gold color and persistent, tiny bubbles. Then the toast of the aroma follows, as does the figgy richness of flavor. It's a big, bold wine, with scents of spring blossoms, woodier elements of cinnamon, spice and herb aspects of sage. The finishing savor of pie crust places it in the context of more expensive sparklers, and the dry roast flavors identify it clearly with Spain."

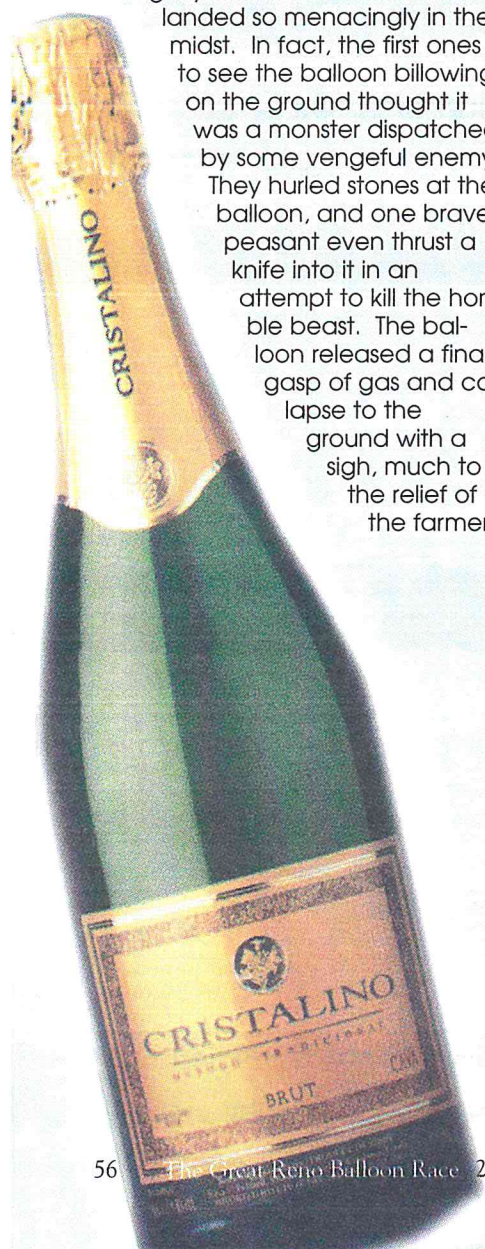
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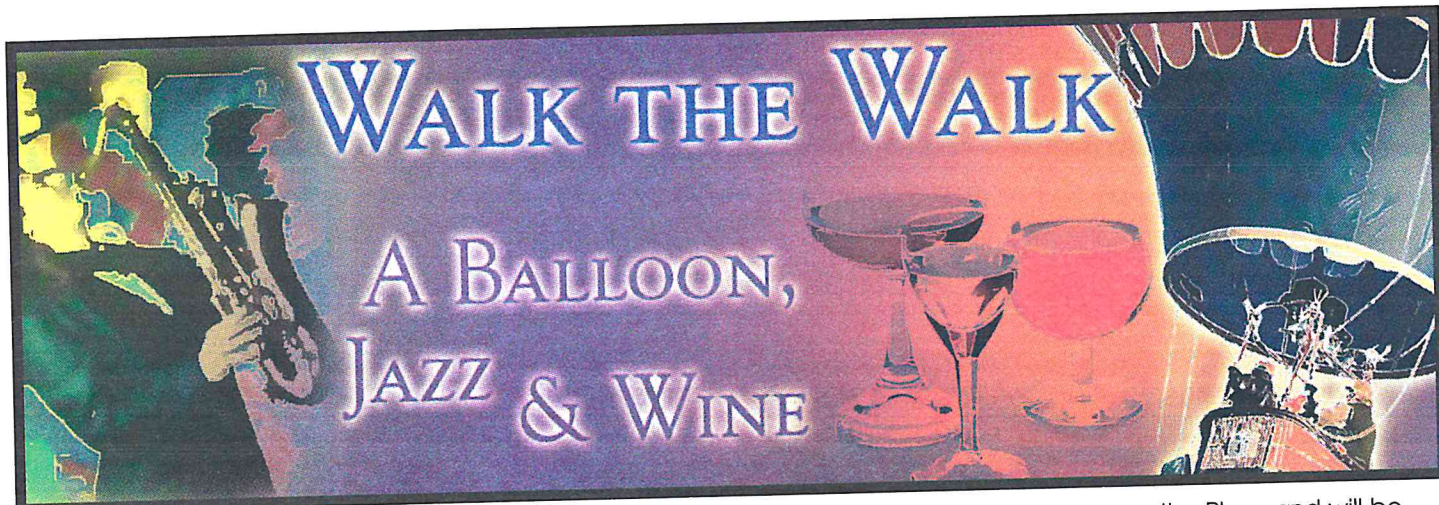
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Thanks to the Great Reno Balloon Race, For the Love of Jazz and the River Walk Merchant's Association, this will be the first event designed to toast the pilots who fly in the Great Reno Balloon Race and to welcome them, their crews, their sponsors, locals and

tourists alike to downtown Reno. Merchants in the downtown area of First Street will display balloon themed art and photography for participants to view and buy. There will be live jazz thanks to funding from International Game Technology, as well as champagne, wine and other non-alcoholic items for tasting. There will also be a display of Great Reno Balloon Race posters from the very first year they were printed. And as a special treat, participants will be able to meet some of the Balloon Race pilots at the West Street Plaza. They will have their bas-

kets set up on the Plaza and will be there to talk about ballooning and to share their own ballooning experiences.

Cost for the *Walk the Walk*, a Balloon, Jazz & Wine Walk is \$5.00 and includes a commemorative wine tasting glass and chances to win raffle prizes. For more information, contact the River Gallery at (775) 329-3698, Cavanaugh's Furniture as Art at (775) 323-7766, or log onto www.renoballoon.com.

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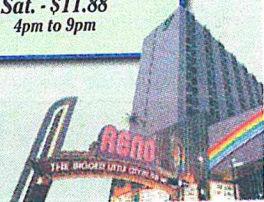
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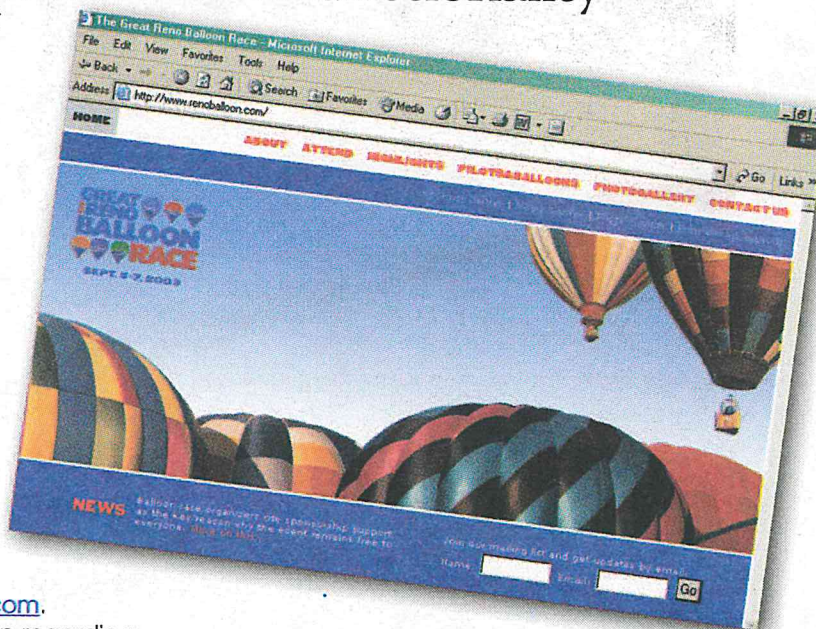
INNERWEST ADVERTISING AND PUBLIC RELATIONS Enhances Renoballoon.com with fun and functionality

Thanks to event sponsor Innerwest Advertising and Public Relations, logging on to the official web site of the Great Reno Balloon Race is a rather pleasant experience. Innerwest, a unique company specializing in integrated marketing communication services and web design in partnership with Interactive.net, came to our rescue last year. Innerwest provided the Balloon Race with a website that captures the look and feel of the event. It is this type of sponsorship support that keeps this community event free for spectators to enjoy year after year.

"Innerwest Advertising was more than happy to donate our website production efforts toward this great community event," stated Eric Anderson, Chairman of Innerwest. "We felt it was our responsibility to bring more awareness of the event to the Reno community and this was the perfect opportunity to make that happen."

Don't forget to visit the site to request a brochure, view the park map, get a schedule of events, see this year's pilots and balloons, learn about advertising opportunities in our official program, or check out our media center for the latest event news. You'll find that anything having to do with the event is now at your fingertips at www.renoballoon.com.

For more information regarding Innerwest Advertising and Public Relations visit www.innerwestadv.com or call (775) 323-4500.



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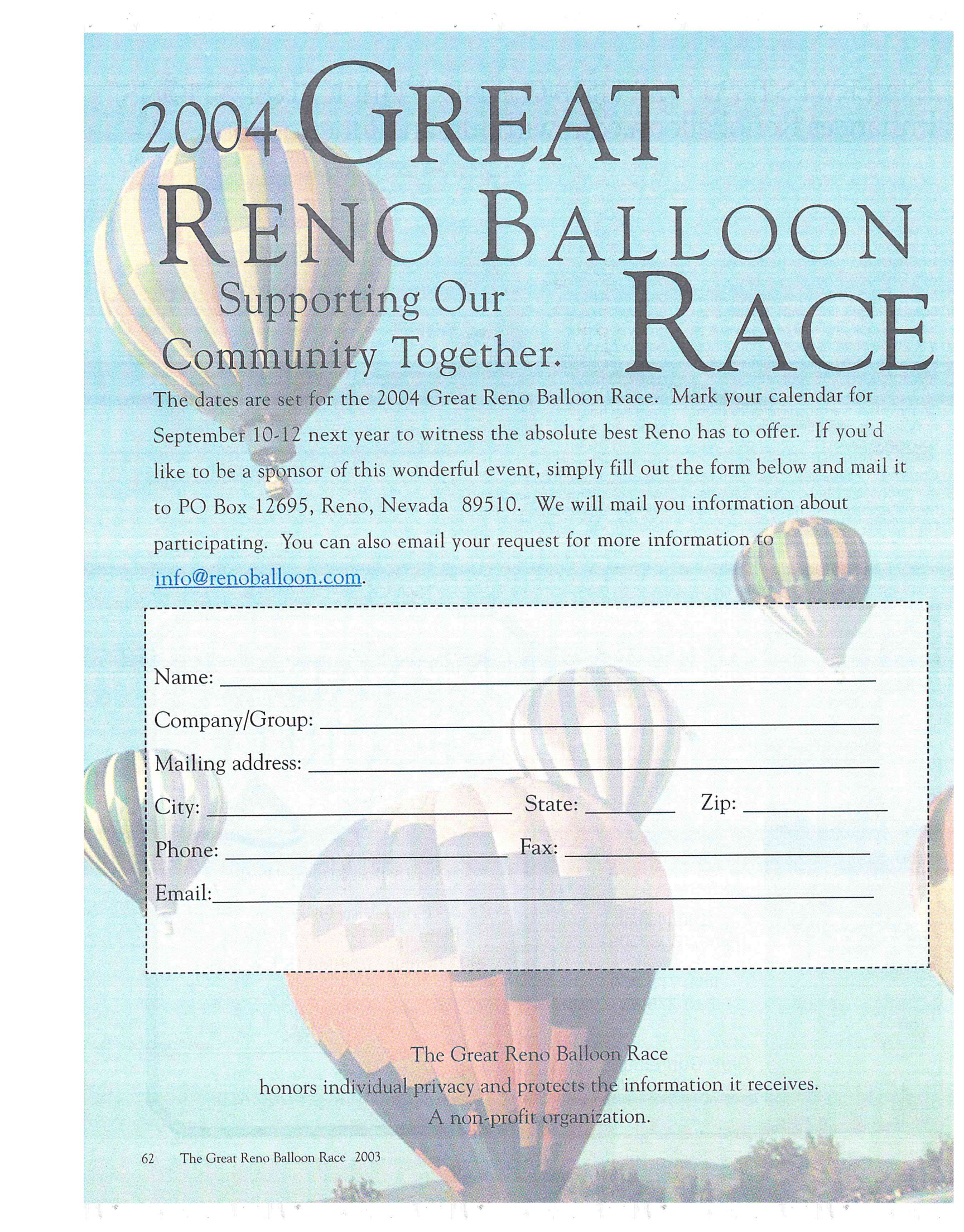
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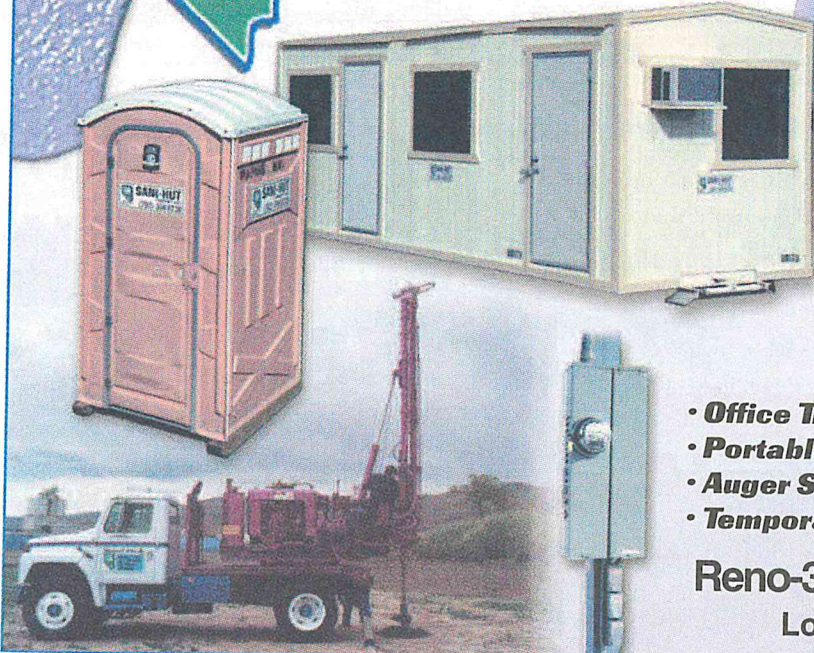
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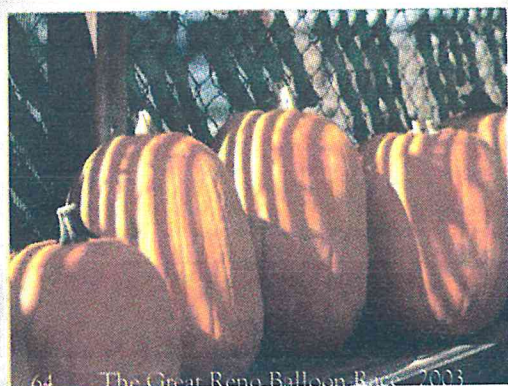
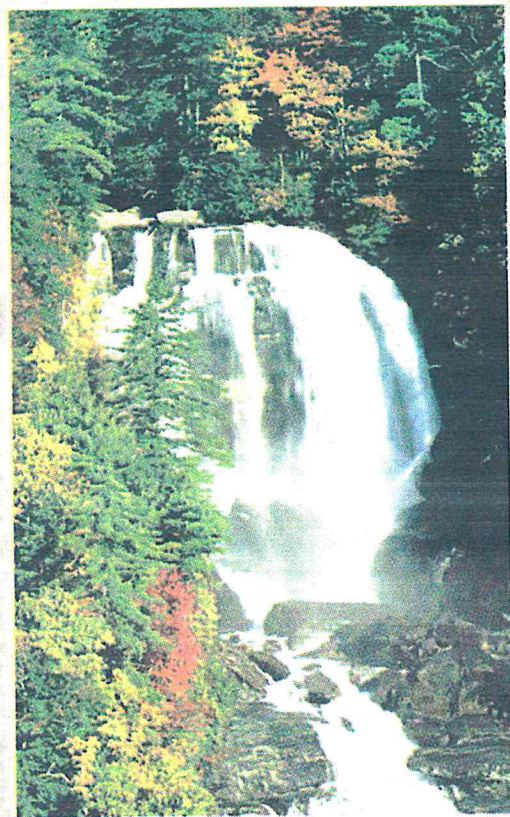
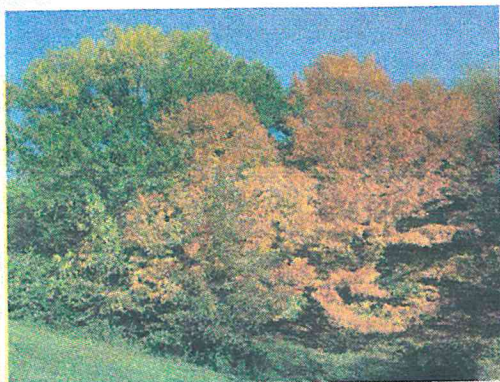
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Sept. 5-6:

Bullnanza Lawlor Event Center- Reno
(800) 595-7433 (RIDE)
www.lazye.com

Sept. 5-7:

Virginia City Camel Races-Virginia City
(775) 847-0311

Sept. 6:

Sample the Arts- Jazz and Crafts Show
Victorian Square- Sparks
(775) 353-7816

Sept. 6-7:

Quilt Show
Reno Livestock Event Center- Reno
(775) 746-9467

Sept. 11-14:

National Championship Air Races
Stead Airport- Stead
(775) 972-6663
www.airrace.org

Sept. 24-28:

Street Vibrations- Reno
(800) 200-4557 / (775) 329-SHOW
www.road-shows.com

Sept. 24 – Oct. 5:

NRCHA Snaffle Bit Futurity
Reno Livestock Event Center- Reno
(580) 759-4949

Sept. 27-28:

Genoa Candy Dance- Genoa
(775) 782-8696

Oct. 3-5:

2003 World's Championship Chili
Cook-off - Downtown Reno
(877) 777-4427
www.chilicookoff.com

Oct. 4-5:

Kokanee Salmon Festival
South Lake Tahoe- California
(530) 573-2674

Oct. 25:

Kit Carson Trail – Ghost Walks
Carson City
(775) 687-7410 or (800) Nevada-1

Oct. 11-12:

Eldorado's 22nd Annual Great
Italian Festival Downtown Reno
(800) 648-5966 / (775) 786-5700
www.eldoradoreno.com

Oct. 15:

NBA Pre Season Game
Seattle Super Sonics & Golden State
Warriors Lawlor Events Center- Reno
(775) 784-4444 www.tickets.com

Oct. 25:

Nevada Day Celebration- Carson City
(775) 882-2060

Nov. 3-9:

National Senior Pro Rodeo Finals
Reno Livestock Event Center- Reno
(775) 826-8283

Nov. 11:

Veterans Day Parade- Downtown Reno
(775) 334-2262

Nov. 28-30:

Great Reno Craft Festival
Reno-Sparks Convention Center- Reno
(802) 481-7100

Dec. 1:

Reno's River Holiday Rink on the River
Reno (Corner of First and Sierra Streets)
(775) 334-2414

Dec. 6:

Sparks Hometowne Christmas
Victorian Square- Sparks
(775) 353-2291 www.ci.sparks.nv.us

Dec. 4:

Silver & Snowflake Festival of Lights
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Dec. 15-17:

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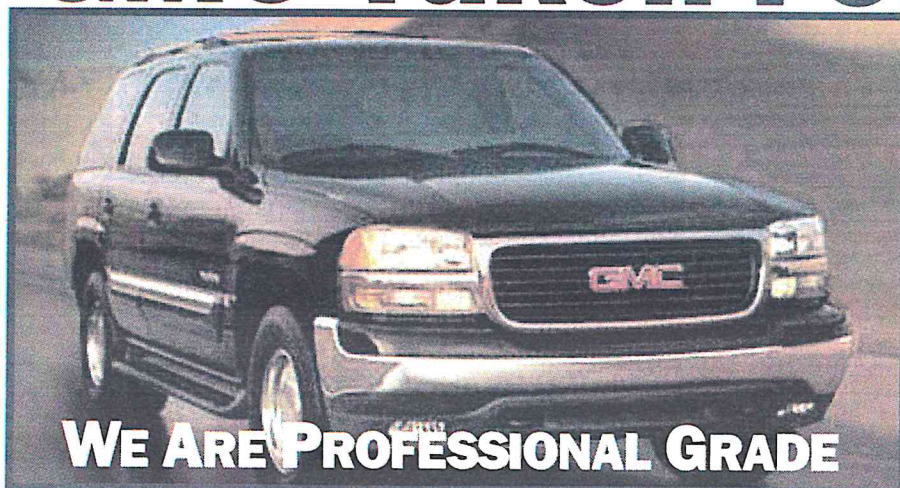
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| Sept. 27 | SMU | 7:05 PM |
| Oct. 4 | UNLV | 7:05 PM |
| Oct. 25 | La Tech | 1:05 PM |
| Nov. 8 | Fresno St. | 12:05 PM |
| Nov. 15 | Hawai'i | 12:05 PM |

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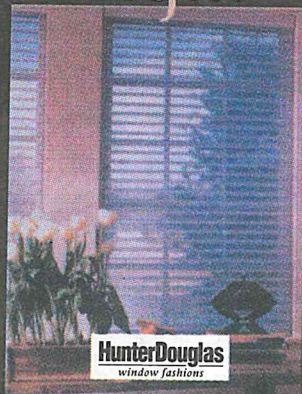
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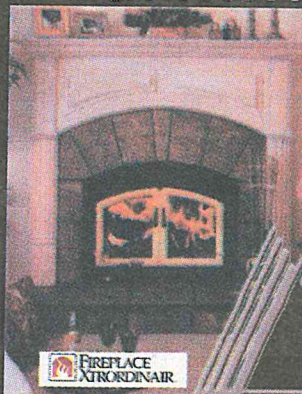
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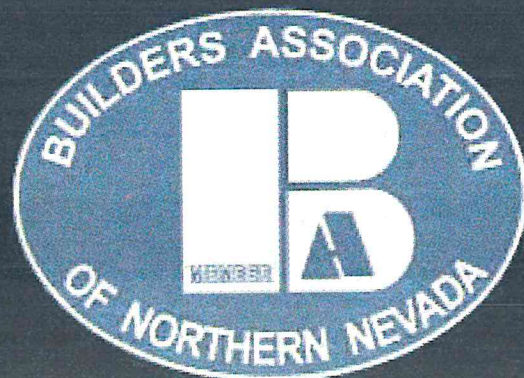
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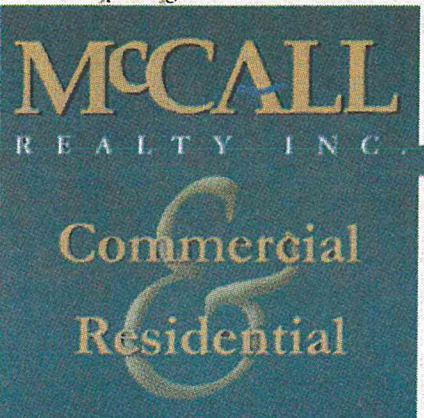
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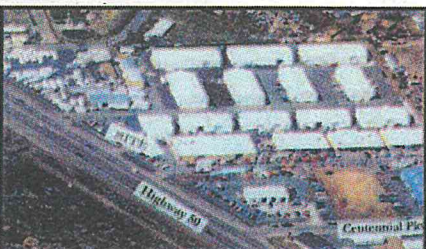


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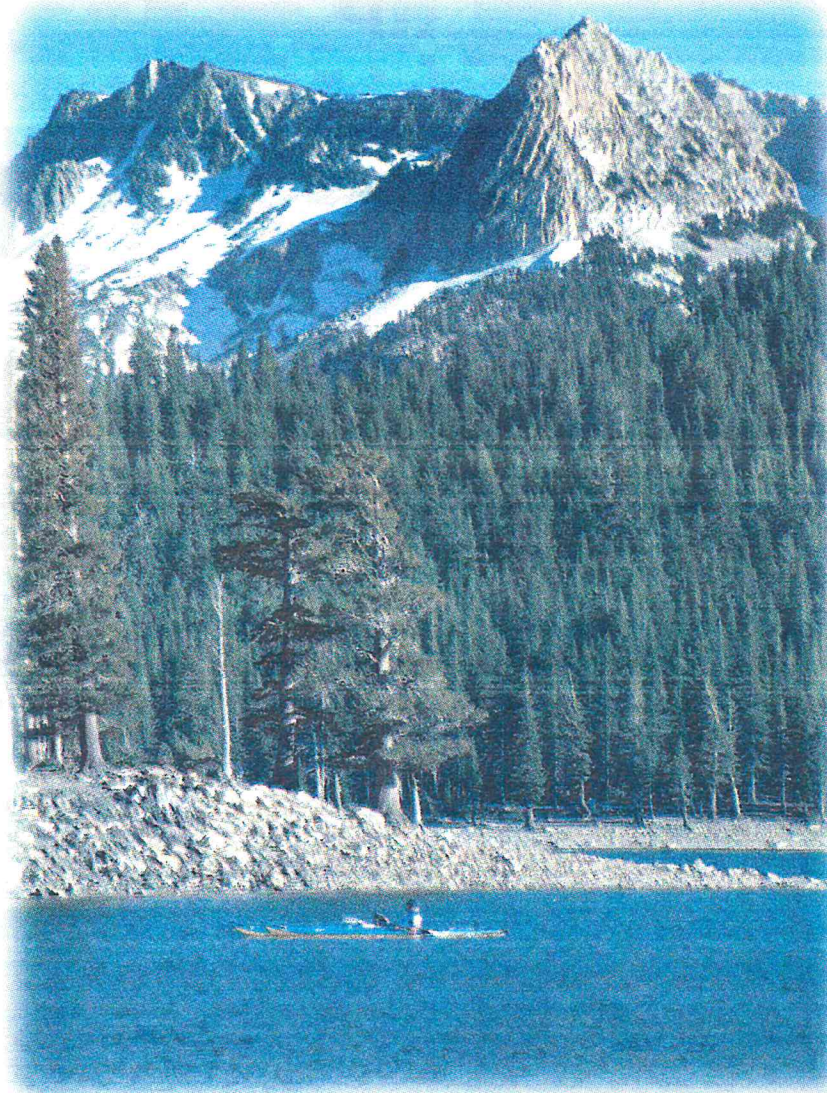
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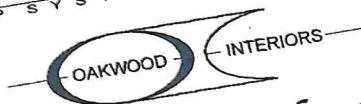
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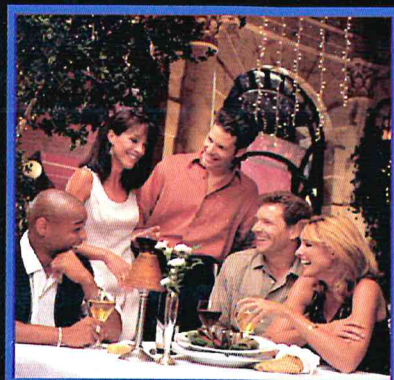
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